

THE EFFECT OF CELEBRITY DIPLOMACY: PRELIMINARY STUDY ON THE IMPACT OF CLIMATE CHANGE CAMPAIGN BY BLACKPINK TOWARDS BLINK INDONESIA COMMUNITY (BOI)

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ABSTRACT. This study aims to explore the impact of climate change campaign by Blackpink towards the Blink Official Indonesia (BOI) community. Currently, the modern diplomacy practice is no longer focusing on the state actor but more importantly, involving non-state actor, especially public figures or celebrities as the ambassador to carry out specific mission of the states or international organizations at the global level. An example of such development is the appointment of South Korea-based music group Blackpink as the goodwill ambassador for the United Nations Climate Change Conference 26 (COP 26) in 2021. The selection of Blackpink as the COP26 ambassador was intended to improve awareness on the global campaign against climate change, especially within the BLINK – Blackpink fans community – worldwide through #ClimateActionInYourArea campaign in the Blackpink official Youtube account. This study used a survey method of 203 sample respondents from a population of followers from BOI accounts on Instagram using probability sampling technique. The analysis results show that Blackpink’s celebrity diplomacy campaign encourages Blink Indonesia to develop interest in climate change issues by making donations and emphasizing the importance of climate action in their neighborhood. Such findings confirm the expected effect of attraction tactic of soft power strategy in the current diplomatic practice, that is to co-opt the perception of targeted audience towards specific issue in international relations.

Keywords: Celebrity diplomacy; soft power ; Blackpink; Climate Change; Blink

ABSTRAK. Penelitian ini bertujuan untuk menggambarkan dampak dari kampanye perubahan iklim yang dilakukan oleh Blackpink terhadap komunitas Blink Official Indonesia (BOI). Saat ini, praktik diplomasi modern tidak lagi terfokus pada aktor negara tetapi telah melibatkan aktor non-negara terutama tokoh publik atau selebriti untuk menjadi duta dalam mewujudkan misi negara atau organisasi internasional tertentu di tingkat global. Salah satunya adalah grup musik Blackpink asal Korea yang ditunjuk sebagai duta niat baik (*goodwill ambassador*) untuk Konferensi Perubahan Iklim Perserikatan Bangsa-Bangsa 26 (COP26) pada tahun 2021 lalu. Pemilihan Blackpink sebagai duta COP26 ditujukan untuk meningkatkan kesadaran akan kampanye global melawan perubahan iklim, khususnya di kalangan BLINK - komunitas penggemar Blackpink - melalui kampanye #ClimateActionInYourArea di kanal Youtube Blackpink. Guna memahami dampak dari kampanye Blackpink terhadap Komunitas BOI, penelitian ini menggunakan metode survei terhadap 203 responden sampel dari populasi pengikut akun BOI di Instagram dengan menggunakan teknik *probability sampling*. Hasil analisis menunjukkan bahwa kampanye diplomasi selebriti Blackpink telah mampu mendorong komunitas Blink Indonesia untuk tertarik pada isu perubahan iklim melalui donasi dan aksi-aksi kampanye iklim di lingkungan sekitar. Hal ini selaras dengan efek yang diharapkan dari penggunaan taktik atraksi dalam konteks soft power dalam praktik diplomasi kontemporer, yaitu mengkooptasi persepsi audiens target terhadap isu tertentu dalam hubungan internasional.

Kata kunci: diplomasi selebriti; soft power; Blackpink; Perubahan iklim; Blink; soft power

INTRODUCTION

Since the 19th century, the rise of earth’s temperature has become increasingly worrying due to rapid change in the natural environment. According to the IPCC (Intergovernmental Panel on Climate Change), the increasing temperature would exceed the threshold of 1.5 degrees C between 2021 and 2040 (IPCC, 2021:15). The rise of the earth’s temperature has widely impacted on the phenomenon of rising sea levels, crop failure, drought, heat waves, increased intensity of high rainfall, and extreme temperatures. Eventually, climate change issues called for collective action at the global level.

According to the latest report, “The Summary for Policymakers” from IPCC, global surface temperatures are predicted to continuously increase

and exceed the threshold of 1.5°C. Global warming will cross the threshold of 1.5°C and 2°C in the 21st century unless the countries in the world agree to make massive reductions of CO₂ and greenhouse gas emissions (IPCC, 2021:14). The findings show that countries in the world have been unable to anticipate the climate crisis, and indicating more efforts are needed to enforce the Paris agreement on tackling climate change problems (BBC.com, 2021).

Human activities are the most significant contributor to climate change. The output of these activities produces greenhouse gas concentrations, aerosols, ozone, and land-use change (IPCC, 2021: 7). In longer term, such activities contributed to the melting of the surface layer of ice in the Greenland and caused the rising of sea level. Moreover, climate change contributes to extreme weather, such as

heatwaves, droughts, forest fires and floods. Indeed, major changes in the pattern of rainfall were observed since the mid-20th century (IPCC, 2021:4-10).

Climate change significantly impacts on the environment and the global citizens are the main actor that can change the direction of such change. Viewed as such, the awareness toward the negative effects of climate change is very much needed. Until now, efforts to raise people awareness on climate change has been carried out through public campaigns initiated by governments, international organizations, scientists, civil society, public and political intellectuals, religious leaders, cultural observers, and entertainers (Raducu, *et al* (2020; 456). Over time, the rapid development of communication technology has influenced the key stakeholders in climate change issues to involve celebrities or public figures in raising awareness on climate change through creative campaigns. As such, celebrity is seen as an important instrument for policy implementation, traditional politics, and diplomacy with the development of current digital transformation era (Kellner, 2010).

Involving celebrities and influencers in communicating climate change issues to the public became a popular strategy (Boykoff and Goodman, 2009, Doyle *et al.*, 2018). The proposed reason is that the celebrities and influencers have strong influence as the agents for people who are less interested in climate change since they facilitate emotional and visceral connections with their fans, that may otherwise be perceived as removed from people's lives and influence attitudes, behavior, and decisions of people (Anderson, 2011, Doyle *et al.*, 2018).

One of the most recent involvements of celebrity diplomacy for climate change issues was the appointment of Blackpink, a girl group from South Korea, as the global ambassador for climate change during the 26th Climate Change Conference (COP26) on February 21st, 2021. The UK government as the host of COP26 expected that the Blink community -Blackpink fans group nickname- and the global young generation will join the climate action movement and encourage themselves to make a difference as an agent of change for the better future (CNN.com, 2021). Blackpink is a K-pop group with high popularity. They became the first music group with 73.3 billion subscribers on YouTube and 46.2 followers on Instagram. Hence, every activity carried out by Blackpink attracts public attention and Blink community that exist around the world.

From the perspective of modern diplomacy, the utilization of celebrity as diplomatic instrument corresponds to the soft power concept (Stephen, 2017: 1). The soft power concept is depicted as the existence of the three resources in modern diplomacy:

culture, political values, and foreign policy that later support the implementation of agenda-setting and attraction instrument aimed for creating co-optation on the perception of diplomatic targets regarding specific issues (Nye, 2008, p. 117). To maximize the implementation of soft power, Nye (2008: 187) divided soft power into two actors namely "soft power referees" and "receivers." "Referees" are the parties with soft power resources, like governments, international organizations, intergovernmental organizations, and the media. Meanwhile, "receivers" are the intended actors, involving the international community and foreign countries as the intended targets by soft power.

Within the literature, celebrity diplomacy has been highlighted as the empirical evidence on the utilization of soft power. This proposition is based on the capability of the celebrities to attract issues or changes via attraction rather than coercive measures (Wheeler, 2013, p. 166). As Cooper argues, so-called celebrity diplomats have used 'charm' to legitimize them into the global sphere and to access networks of influential will and power (Cooper, 2015).

Celebrity engagement in diplomacy is not a newfound importance. The initial involvement of celebrity in diplomacy can be traced back when UN Secretary General Kofi Annan stated that celebrities are powerful agents to influence public opinion for supporting the UN mission (Wheeler, 2016). Later, the UN agencies appointed so-called 'UN goodwill ambassadors' that mostly recruited from the celebrity figures as part of their public campaign worldwide. The use of celebrities is considered as a good strategy to promote several issues, especially among audiences who might not be interested in politics (Brockington, 2014).

Huliaras and Tzifakis (2010) highlights that the rapid development of celebrity diplomacy has been influenced by three factors. First, celebrities effectively influence public discussion and fundraising. Second, according to the American Institute of Philanthropy, the use of celebrities by NGOs is because they can attract media attention on a global scale and influence public opinion and provide access to high levels of government. Third, celebrities have their own authority to move and control their brand.

Celebrity diplomacy activities comprises three levels of engagement: raising public awareness, fundraising, and political lobbying (Huliaras & Tzifakis, 2012). First, the public awareness activity corresponds to the capability of celebrity to mobilize public opinion. This was as evidenced from Hollywood films that attract the attention of traditional media, especially if they carry political messages and then influence public discussion on certain issues. From this perspective, celebrities

have an advantage over politicians or policymakers in providing the awareness through campaign and spread messages to the public. The similar argument was proposed by Andrew F. Cooper (2015) that celebrities can reach a global scale in solving global problems. A wave of celebrity diplomacy targets global order, global equity, and shared problems by pushing for solutions. At this level, Cooper considers celebrity diplomats to have a major contribution in mobilizing public discussion, campaigning, and engaging at the diplomatic level.

Second, at the fundraising level, celebrities have a significant impact on mobilizing the public to involve in donations. Celebrity involvement in fundraising has attracted the attention of both the private sector and the wider society to involve. For example, George Clooney, who appeared on Winfrey's TV show, has increased the number of donations up to 20% for UNICEF, and CNN's interview with Angelina Jolie managed to increase donations for UNHCR.

Finally, at the level of political lobbying. With the effectiveness of celebrities to influence public discussion and mobilize fundraising over a cause, the success of celebrity involvement in political lobbying depends on the extent to which they work together in networks and coalitions with international organizations, non-profit organizations, and governments. Their involvement can influence decisions on the issues or agendas that they performed.

Studies on celebrity diplomacy activities has been developed recently and the focus is on the effect of celebrity diplomacy activities towards certain issues in politics. For example, research conducted by Madeleine Jangard (2016) entitled "*The Impact of Celebrity Diplomacy a Cross-Sectional Study of Goodwill Ambassadors and Civil War Intensity*" found a correlation between the use of goodwill ambassadors and the reduction in conflict rates as well as the causal relationship before and after the goodwill ambassador raises issues in conflict-ridden regions. Another research from Linh Ngo (2019) entitled "*Effective Elements in Celebrity Endorsement of Social Causes*" aimed to measure the effectiveness of collaboration between organizations and celebrities in mobilizing public interest and support social and environmental issues through a social and business perspective with quantitative and qualitative methods.

Recent involvement of celebrities in diplomatic practice is influenced by the major developments in information technology, particularly the rapid growth of social media platforms which are an effective media of communication for celebrities. Currently, the popularity of celebrities is largely supported by their activities on social media. Through websites and

social media platforms - YouTube, Facebook, and Instagram - the celebrities directly connected with their fans and other audiences to promote certain issues in a borderless world (Brockington, 2014). Saska Postema and Jan Melissen (2021) recent research entitled "*UN celebrity diplomacy in China: Activism, symbolism and national ambition online*" attempts to understand how Chinese celebrity diplomacy in the online platform is balancing contradictory expectations by the UN, the Chinese party-state, and the domestic public in China in navigating certain issues. This research was conducted through a quantitative method by analyzing 300 pieces of content via the Weibo application. This study aims to see whether the issues carried up by Chinese celebrities online can bring any significant impact on the United Nations in China's digital sphere. The importance of this research was to fill in the gaps of celebrity diplomacy studies which largely focused on Western countries or Anglo-centric case studies and bring the issue to the Asian cases.

Following the latter, the authors decided to focus on an analysis of the level of public awareness regarding climate change campaigns toward the Blink Official Indonesia (BOI) community because this community held a series of climate-related events after Blackpink was appointed as COP26 ambassador and how Blackpink was able to mobilize followers of the community to increase awareness.

The previous researches only described the activity of diplomacy celebrities and has not examined the campaign's effectiveness toward the fan community or the public sphere after being seen. Moreover, previous research has focused too much on celebrity diplomacy in Western countries. The difference between this research and previous research tries to fill the gap in celebrity diplomacy in Asia and targets the intended fan community after watching the campaign. To analyze the data, the researchers used the concept of celebrity diplomacy activism by Huliaras and Tzifakis (2010) which only focused on the level of public awareness of the Blink Official Indonesia community (BOI). In doing so, this study utilizes descriptive quantitative approach comprises of several questions the respondent will answer to show how far Blackpink's climate campaign influences them.

As such, this study encourages more academic studies on celebrity diplomacy in non-Western countries. Through a survey, this research tried to observe the Blackpink's involvement as the COP26 Ambassador with the research question: *What is the impact of Blackpink's campaign as an ambassador for COP21 on the perceptions of the Indonesian Blink community regarding the issue of climate change?*

Specifically, this research analyzed Blackpink’s celebrity diplomacy when addressing climate change issues through an online campaign on their Youtube channel @BLACKPINKOFFICIAL. After the online campaign was launched, the BOI Community was observed of doing several activities on climate action. The researchers select BOI community to see the direct impact of Blackpink’s towards its loyal supporters for getting involved in climate action, and whether BOI community members were motivated after watching the campaign. This research selects BOI Indonesia as the case study since Indonesia is the third country with the largest number of Blackpink fans and ranks third based on recent survey (Statica 2023). In addition, according to data from a survey conducted by the South Korean government, Indonesia became the 2nd highest country consumer of Korean Pop in the Asia Pacific (Merdeka.com, 2023).

Consequently, this research attempts to enrich the existing literature and offer new data regarding the effects of celebrity diplomacy in Asia, especially Indonesia which ranks fourth with the most Korean Pop fans worldwide (Nurinda, 2018: 14). The subsequent section discusses the research methodology.

METHODS

In this research, the authors use descriptive quantitative method to answer the research question. Descriptive quantitative focuses on numbers and statistics analysis to process the data (Sugiyono, 2018: 15). However, descriptive quantitative research does not attempt to explain causality or to test the hypotheses.

The data was collected through an online survey, and the population in this study is the Blink Official Indonesia (BOI) community members on the social media platform of Instagram. The researchers selected this community because they are very active on Instagram on exposing every activity related to Blackpink. Furthermore, when Blackpink was appointed as COP26 ambassador in 2021, the community created a series of climate events as follow-up response. Due to the limitation of time and location, the researchers only focused on explaining the extent to which BOI followers are interested in joining climate action after the Blackpink campaign.

The sampling technique in this research is non-probability sampling whereas researchers deliberately selected to determine specific criteria. At first, the non-probability sampling technique was utilized in determining the sample and later, a purposive sampling technique in taking research samples. According to Eriyanto (2011, p. 147), the purposive sampling technique is a technique for taking samples that are not randomly selected. The characteristic that is suitable

for being a sample of this study is that the sample must be part of the followers of the Instagram account @blinkofficialindonesia. The conditions needed by researchers to get respondents from followers of the Instagram account @blinkofficialindonesia are followers from the Instagram account @blinkofficialindonesia, aged <17 to >25 years, and the followers know about Blackpink appointment as the Goodwill Ambassador of COP26. The age restriction is made because most Blackpink fans are teenagers and young adult (Seleb.tempo.com, 2022). The distribution of this questionnaire was carried out by asking the @blinkofficialindonesia account admin to distribute the questionnaire link among its followers, with the hope of getting the desired target sample. In order to validate the authenticity of the questionnaire data, the researcher conducted periodic checking to avoid empty accounts and asked respondents to write down their Instagram accounts and only fill in once.

The sampling was carried out using the Slovin technique, and the formula for determining the sample is:

$$n = \frac{N}{1 + Ne^2}$$

The explanation of the formula:

n = sample size

N = Total population

e = margin of error

In this study, the researchers used a margin of error of 7%. And the sample obtained is as below:

$$n = 17.000 / 1 + 17.000 \cdot 7\%^2$$

$$n = 201,66$$

According to the number of followers, researchers drew 201.66 respondents by rounding up to 202 people through simple random sampling.

Then, 14 questions were compiled and distributed to the followers of Instagram @blinkofficialindonesia as respondents who had been randomly selected. The questions were prepared using Likert scale which provided five combined answers to form a score or value that described individual attitudes, such as knowledge, attitudes, and behaviour (Siregar, 2016: 138). The Likert scale can be used to measure a person’s attitudes, opinions, and perceptions of a particular event. The survey research was conducted from 29 June to 7 July 2022.

RESULTS AND DISCUSSION

Blackpink, as a group with high popularity, always attracts public attention. In 2021, they became COP26 ambassadors and addressed a climate change

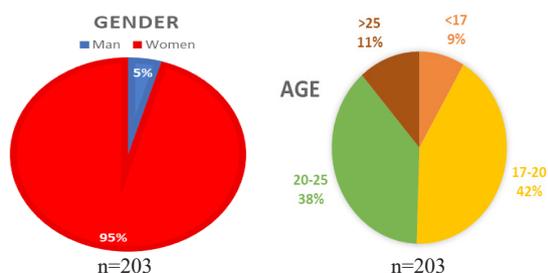
campaign through their YouTube channel. During the campaign, Blackpink explains the importance of protecting the environment and calls all the Blink to take care and educate themselves to learn more about climate disasters that will affect us in the future.

Moreover, because of the effect, Blackpink advised Blink to take small steps to prevent a climate crisis. The small steps can be limiting energy consumption, changing lifestyles, buying environmentally friendly products, and continuing education on climate change. Therefore, Blackpink also addressed the climate promise in Paris Agreement to world leaders to limit the temperature increase even further to 1.5 degrees C, which could be missed.

Blackpink is one of the biggest K-pop groups in the world whose fan communities spread across Asia, Europe, the Middle East, and America. Therefore, Indonesia is one of the largest Blink communities in Southeast Asia. Blink Official Indonesia (BOI) is one of the Blink communities that actively carried out campaigns, fundraising, and activities related to Blackpink that had a total of 17,000 followers on Instagram. In 2021, as a response to Blackpink's appointment as COP26 ambassador, BOI organized several activities, such as collaborating with the EcoNusa Foundation in planting 2,850 mangroves in DKI Jakarta Province and Raja Ampat Regency, West Papua Province last October 2021 (econusa.id, 2021). This program became a new experience for the BOI community to joined and be involved in the climate action that was accomodated by Blackpink to prevent the climate crisis (Leksmono & Maharani, 2022). Moreover, in February 2022, BOI held a project through Instagram under the theme "*Cleaning Up the Local Environment*" with the intention to spread a message to maintain the environment clean. Besides, to attract the attention of the audiences on Instagram, they made graphic info to remind them of recycling and reducing plastic consumption. Thereupon, BOI has also collaborated with Econusa by holding several webinars to raise awareness, like "*Bet You Wanna Save the Earth from Climate Change*", "*Make'em Whistle Like a Bird of Paradise*", and "*East Indonesia and Its Role to Mitigate the Climate Change.*" The series of webinars were about the climate crisis in Indonesia (Projectplanet.id.com, 2021).

The survey results

The survey consists of 203 Instagram followers of @blinkofficialindonesia, both women and men, with the range ages from <17 up to <25 years old. The raw survey data can be accessed through this link bit.ly/3OtPEIo

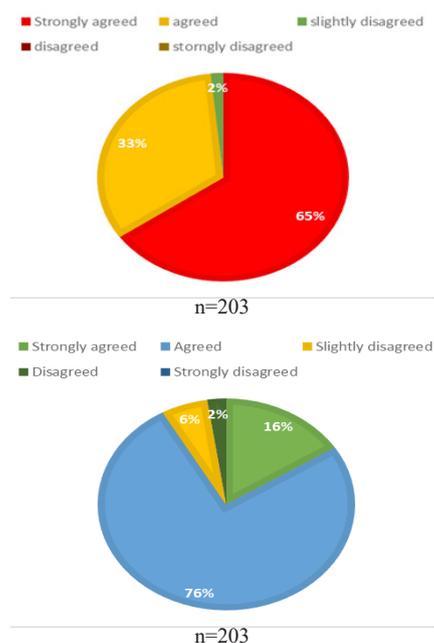


Source: author's compilation

Figure 1. Distribution of respondents based on gender and age

The above chart depicts characteristic of Blink respondents consists of gender and age in the survey. Based on the results of the data, the number of respondents was dominated by 171 female respondents (84.2%) and 32 male respondents (15.8%). Judging from the number of female respondents, it indicates that female are more interested in Blackpink. Regarding the age of respondents, the distribution is as follows: 17 respondents (8.4%) with the age under <17 years; 86 people (42.4%) of respondents in the category of 17-20 years; 77 respondents (37.9 %) in the age range of 21-25 years, and; 23 respondents (11.3%) are >25 years old. Based on the the data, we can see that BOI community members are dominated by Generation Z ranging from 17 to 20 years old.

From the climate action campaign video, the Blackpink members - Jisoo, Jennie, Rosé, and Lisa - collectively urged their fans and the younger generation to react on the climate issue as the most critical issue that will be affecting everyone (globe.com.ph, 2021). Through the online survey of Indonesian's Blackpink community, we found several interesting results as follow:



Source: author's compilation

Figure 2. Following Blackpink's activity

In the first question, we asked the respondents to give their response on the statement ‘I follow the Blackpink activities.’ Most of the respondents expressed their agreement on following every Blackpink activities, reaching up to 98% of the respondents (see Figure 2 above). It can be argued that most respondents frequently follow Blackpink activities and also know about the appointment of Blackpink as the COP26 ambassador by UK Government.

Next, we asked the respondents regarding their agreement on the statement ‘Blackpink popularity is the main factor in its appointment as COP26 ambassadors’. In this statement, 200 respondents (98.5%) agreed that Blackpink’s popularity was a supportive factor for respondents to be interested in understanding and raising awareness of the ongoing climate crisis.

After investigating respondents’ perception on Blackpink activities and its involvement as COP26 ambassadors, we attempt to evaluate the level of public awareness within the Blink Official Indonesia (BOI) followers after watching the Blackpink’s climate change campaign. Table 1 shows the results of the analysis measured using five statements. Each statement is measured by five levels of agreement based on a scale as follows: 1=strongly disagree; 2=disagree; 3=disagree; 4=agree; and 5=strongly agree.

The results from the questionnaire showed that the respondents had an excellent comprehension of captivating the information from Blackpink’s climate change campaign. The questionnaire consisted of 14 statements such as; respondents stated that “Blackpink had a captivating message for calling the Blink to protect the environment” with the highest average of 4.8, followed by “Blackpink’s presentation of the climate change message caught my attention” with an average of 4.6, “Blackpink’s present information on climate change had caught my attention” with an average of 4.6, “Blackpink’s climate change message is straightforward to understand” with an average of 4.6, “I find out COP26 information from Blackpink’s climate change campaign on Youtube.” with an average of 4.6, “I will keep protecting the environment even though Blackpink is no longer serve as a COP26 Ambassador” with an average of 4.6, “I was affected after watching Blackpink’s climate change campaign video” with an average of 4.5, “I feel encouraged to participate in the climate change campaign by using hashtags on social media” with an average of 4.5, “After watching Blackpink’s Climate change campaign, I want to participate in climate action” with an average of 4.4. “I am encouraged to participate in the climate change campaign by making a donation” with an

average of 4.2, “I have implemented the message the #TakingClimateActionInYourArea campaign messages in daily life” with an average of 4.2, “I know the Paris Agreement from Blackpink’s #TakingClimateActionInYourAreacampaignBlackpink with the lowest standard of 4.1.

Table 1. Respondent Awareness Level on Blackpink climate action campaign

No	Statement	SS	S	KS	TS	STS	Total	Total Bobot	Freq
		5	4	3	2	1			
Public Awareness									
1	Blackpink's campaign influenced my perspective on the environment.	126	71	5	0	0	202	929	4.6
2	I was affected after watching Blackpink's climate change campaign video	104	94	2	2	0	202	906	4.5
3	Blackpink's presentation of the climate change message caught my attention.	127	69	6	0	0	202	929	4.6
4	Blackpink's climate change message is straightforward to understand.	121	78	3	0	0	202	926	4.6
5	Blackpink has a captivating message for calling the Blink to protect the environment	140	59	3	0	0	202	951	4.7
6	I found COP26 information from Blackpink's climate change campaign on Youtube.	141	49	11	1	0	202	936	4.6
7	After watching Blackpink's Climate change campaign, I want to participate in climate action.	99	95	8	0	0	202	899	4.4
8	I am encouraged to participate in the climate change campaign by making a donation	67	111	22	2	0	202	849	4.2
9	I feel encouraged to participate in the climate change campaign by using hashtags on social media.	108	84	8	2	0	202	904	4.5
10	I will keep protecting the environment even though Blackpink no longer serves as a COP26 Ambassador.	133	63	4	2	0	202	933	4.6
11	I have implemented the message from #TakingClimateActionInYourArea campaign daily life.	75	111	8	8	0	202	859	4.2
12	I know Paris Agreement from Blackpink's #TakingClimateActionInYourArea campaign	71	92	33	5	1	202	833	4.1

n=202

Source: author’s compilation

Notes: SS (totally agree), S (agree), KS (slightly disagree), TS (disagree), STS (strongly disagree)

Popular culture as the main resource in celebrity diplomacy

The survey results showed that every activity organized by Blackpink attracted Blink’s attention, especially when they were pointed as an ambassador of COP26. The factor that caused Blackpink to be chosen as the COP26 ambassador was a high popularity as the group with the biggest fans in the world.

According to the data presented in Table 1, most of the respondents agreed that Blackpink’s high popularity could encourage their interest in finding out more information about COP26 and climate change issues. Such high popularity was utilized by the UK Government through the elements of popular culture in soft power diplomacy instruments

to increase the interest and awareness of the younger generation in climate change. K-Pop artists, as one of the popular cultures, can encourage the community to pay attention and to be interested in issues about climate.

The UK Government as the referee actor or giving parties utilizes popular cultural resources by involving Blackpink to raise awareness of climate change with target actors or receivers in the form of the Blink community as part of the foreign community. The targeted community receives and captivates information and influences increasing self-awareness, so that the information that Blink Indonesia has obtained on the campaign can be effective in changing Blink's perspective over the surrounding environment. Thus, Blackpink as the COP26 ambassador has made the Indonesian BOI community more concerned and critical toward environmental issues. The use of popular culture allows the UK Government as the host to reach wider audience from young people who were previously difficult to reach or to attract their attention on the issue of the climate crisis.

Celebrity potentials as diplomatic instruments at the global level

A role can also be interpreted as a character, in which the role is determined by the characteristics of a person who is special and distinctive. The definition of role by Paul B. Horton and Robert L. Horton is the behavior of individuals or groups that have different characteristics in placing their position in society (Biddle, 1979:114). When appointed as the COP 26 Ambassador, Blackpink has a role in raising awareness of the climate crisis toward the younger generation, especially the Blinks community. According to the analysis, the majority followers of the Blink Official Indonesia (BOI) community on Instagram have managed to absorb the information that has been submitted superbly. This is supported by Cooper's argument (2008, 7) that celebrities have the power to frame issues in ways they attract visibility and new communication channels at the mass and elite levels.

Celebrity's visibility is an advantage in influencing public opinion. The popularity and coverage of the media make the public more accessible than campaigns carried out by the government. Cooper (2015) said that the government has difficulty attracting attention or reaching the wider community. At this stage, Blackpink's popularity is the main value in carrying out their duties as COP26 climate change ambassadors. Then, the issue of climate change, which was packaged attractively by each member, was able to encourage Blink to find out more about COP26 and the issue of the climate

crisis with an average answering score of 4.6 that equals to very good.

Furthermore, celebrities can influence public opinion, and it has been proven that celebrities can reach wider audience and spread awareness of specific issues comparing to the government (Huliaras & Tzifakis, 2012). Celebrity diplomacy has a strong influence for being powerful, mobilizing groups of fans or the public to raise awareness that was previously difficult for the government to reach the young generation who previously paid less attention to climate issues. First, it was proven that Blackpink, as a COP26 ambassador, could drive a local community to be involved in climate action. In this case, not all audiences were initially interested in learned climate change or inter-panel conferences such as COP26. However, the majority audience knew Blackpink as COP26 ambassadors through their activities in delivering the climate crisis. Thus, people who initially cared less about climate issues could be more interested in this issue after being ordered by Blackpink to take small steps to protect the environment and take collective action together to prevent catastrophic impact. Second, in carrying out its role as an ambassador for COP26, Blackpink has a role in linking the information to the public. Blackpink has successfully delivered the information; according to the results obtained, 80.3% of respondents strongly agreed that they knew about the Paris Agreement from the campaign, and the remaining 19.7% already knew about the agreement before watching the broadcast. At this level, celebrity diplomacy successfully informs and educates their community's fans. Then, another impact that resulted after absorbing the respondent's information began to apply messages that sought to protect the environment in everyday life. The campaign results show celebrity diplomacy's effect in encouraging the fan community to follow the suggestions and invitations from the contents of the campaign. Finally, when Blackpink no longer served as COP26 Climate Change Ambassador, the BOI community respondents agreed that they would continue to protect the environment and implement the messages that had been absorbed previously.

Social media and celebrity diplomacy

The expansion of celebrity diplomacy could not be separated from the role of media (Huliaras and Tzifakis 2010). In the contemporary world, the proliferation of celebrity diplomacy practices was supported by the increasing numbers of Internet and mobile technology users (Choi and Berger, 2010). In practice, the growth of social media networks become a place for the K-pop community to interact with each other and use the media to raise topics

about their idols. The campaign carried out by Blackpink through the Youtube channel was swiftly distributed globally due to the spread of social media platform. As one of the largest countries with social media users, Blackpink climate action campaign was quickly recognized by the Indonesians, including members of the BOI community. As such, the speed of campaign information and message affects and encourages BOI to take part in climate action.

Respondents agreed to extend the hashtag #TakingClimateActionInYourArea to disseminate climate information as a form of support for Blackpink and COP26. These hashtags can raise information about COP26 so the public can be well informed. These hashtags can reach a larger audience from a variety of backgrounds.

CONCLUSION

Research on celebrity diplomacy in Asia are still relatively minimal and mostly Anglo-centric approach. Since 2009, K-Pop fans have grown more prominent in the global world. In the diplomatic sphere, several international organizations such as UNICEF have involved K-pop idol to become goodwill ambassadors to address their interest and issues. In 2021, Blackpink was directly appointed by the UK government as COP26 ambassador. In our survey, Blackpink celebrity diplomacy has encouraged @blinkofficialindonesia members, a local fan community in Indonesia, for taking climate action. Based on the results of a questionnaire, 14 statements proved that the Blackpink campaign positively impacted on the perceptions of the Indonesian Blink community regarding the urgency of fighting in climate change.

Blackpink's celebrity diplomacy encourages the Blink community to establish series of activities with the theme of the climate crisis and get involved in local level actions. These activities were influence by the Blackpink campaign statement that climate change is a joint collective action and thus, immediate participation is needed. Motivated by Blackpink call for climate action, the BOI community raised funds and implemented climate action program by planting 2,850 mangrove seeds in collaboration with non-profit organizations such as EcoNusa. Furthermore, this involvement encouraged the community to disseminate educational information about the climate crisis to their followers. Such preference was identified from most respondents who agree to implement the Blackpink campaign message to be involved in climate action. Blackpink's campaign as an ambassador for COP26 has conveyed information about COP26 to its fans. The findings above showed that many Blinks who previously unaware of the

COP26, gradually became aware of the conference and the importance of meeting world leaders in discussing climate issues. Through Blackpink campaign, BOI respondents learned about the Paris Agreement, in which countries agreed to set a threshold of 1.5°C. Most respondents who were previously unaware became aware of the importance of the agreement and how dangerous the climate would be if it crossed the threshold. Consequently, Blackpink's celebrity diplomacy has been successful in influencing the Indonesian Blink community to take climate action and get involved in programs that give benefit the environment. The survey result confirms the existence of co-optation effect on the target audience's perception regarding certain international relations issues through the utilization of celebrity diplomacy.

In addition, more research is needed to understand the causal mechanism of celebrity diplomacy effect to the target audience and foreign policy discourse. Specifically, research focusing on the utilization of celebrity diplomacy in Asian countries that involves Asian celebrity. For example, celebrity diplomacy in Asia can be focused on the use of K-pop artists in other specific Asia regions or offer a new perspective by concerning to Japanese or Chinese celebrities as the object of research on celebrity diplomacy in Asia since only few studies had been conducted.

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