Indonesia's G20 Presidency 2022: Connecting Soft Power and Digital Diplomacy Practice on Instagram

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Abstrak

Tujuan dari tulisan ini adalah untuk menjawab dua rumusan masalah, yaitu bagaimana Indonesia memanfaatkan budaya sebagai sumber soft power di Presidensi G20 tahun 2022 dan bagaimana praktik diplomasi digital Indonesia di Instagram pada Presidensi G20 2022. Paper ini menggunakan dua konsep yaitu konsep soft power dan unsur budaya di dalamnya, serta konsep diplomasi publik dan diplomasi digital. Metodologi yang digunakan dalam penulisan ini adalah metode kualitatif. Data primer dikumpulkan dari pernyataan pemerintah Indonesia dan akun Instagram resmi yang telah diverifikasi, @indonesia.g20. Data sekunder artikel ini diambil dari jurnal akademik dan e-book. Semua data yang digunakan dalam penelitian ini dibatasi dari Desember 2021 hingga Mei 2022 sebagai bagian dari fase awal Presidensi G20 Indonesia 2022. Temuan penelitian ini adalah: (i) Indonesia menggunakan unsur budaya sebagai bagian dari promosi soft power di kancah global melalui G20 dengan menggunakan unsur budaya pada logo Presidensi G20; (ii) isu-isu strategis tentang budaya dipadukan dengan pertunjukan untuk menampilkan keragaman aktor dan komunitas budaya Indonesia; (iii) praktik diplomasi digital dalam hal agenda-setting telah menggunakan tiga metode untuk menyebarkan informasi mengenai agenda G20 yaitu: dengan memberikan informasi teknis, menjelaskan pesan substantif area prioritas G20, dan mengundang keterlibatan aktif melalui kuis tentang isu-isu G20; dan (iv) diplomasi digital di akun Instagram @indonesia.g20 juga meliputi keterlibatan aktor non-negara.

Kata-kata kunci: diplomasi digital; Indonesia; Instagram; G20; soft power

Abstract

The purpose of this paper is to answer two research questions. The first one is how Indonesia utilizes culture as the soft power resource in G20 Presidency 2022 and the second one is the practice of Indonesia's digital diplomacy on Instagram in G20 Presidency 2022. This research utilizes two conceptual frameworks, the concept of soft power and its cultural element, as well as the concept of public and digital diplomacy. The methodology used in this paper is a qualitative method. The primary data are gathered from Indonesia's government statements and an official Instagram account that has been verified, @indonesia.g20, as a purposive sample. The secondary data of this article are taken from academic journals and e-books. All data used in this research are limited from December 2021 until May 2022 as part of the early phase of Indonesia's G20 Presidency. The findings of this research are: (i) Indonesia uses the element of culture as part of promoting its soft power at the global stage through G20 by using cultural element in the G20 Presidency logo; (ii) the strategic issues regarding culture are combined with performances to showcase the variety of Indonesia's cultural actors and communities; (iii) the practice of digital diplomacy, in terms of agenda-setting, has used three methods to spread information regarding the G20 agendas: by providing technical information, explaining substantive messages of G20 priority areas, and inviting active engagement through quizzes on G20 issues; and (iv) digital diplomacy on @indonesia.g20 Instagram account has covered the involvement of non-state actors.

Keywords: digital diplomacy; G20; Indonesia; Instagram; soft power

Introduction

State conducts its relations with others through various aspects, covering political, economic, and socio-cultural elements. International relations require diplomacy as the practice of negotiation and means to build cooperation. Previous studies in global politics highlighted more on war and conflict, which therefore emphasizes that military power, or the so-called "hard power", as the most prominent resource of State's influence. However, the present world political dynamic has expanded the sources of State's influence, which includes the element of culture and attraction, both in domestic and international settings, or commonly referred to as "soft power". The study of soft power as a theoretical concept in the field of International Relations has a very close connection to the figure who first coined this term, Joseph Nye. Nye (2017) argued that soft power is "the ability to affect others by attraction and persuasion, rather than coercion and payment". In analyzing the resources that generate soft power, Nye (2008) mentioned three factors, namely culture, political values, and foreign policies. This concept has been widely used by world leaders all over the world, particularly in promoting their States' interest and attracting public support in numerous bilateral and multilateral agendas.

As an emerging economy in the Indo-Pacific and a key actor in regional organization in Southeast Asia, the Association of the Southeast Asian Nations (ASEAN), Indonesia thrives at the global stage, proven by its active contribution in strengthening bilateral relations and multilateral connections. In 2019 to 2020, Indonesia played a vital role as part of UN Security Council non-permanent members. Furthermore, another salient role of Indonesia's diplomacy is holding the G20 Presidency in 2022, endorsing the theme of "Recover Together, Recover Stronger". Recognizing that the G20 Presidency is a significant position in multilateral diplomacy, this paper will connect the theoretical framework of soft power with Indonesia's G20 Presidency in 2022 by focusing on the element of culture as one of the resources of soft power. Indonesia has often used culture as part of its nation branding and power of attraction. Therefore, the first research question of this paper is how does Indonesia utilize its culture as the soft power resource in G20 Presidency 2022?

Other than the three aforementioned resources of soft power, it is also very intriguing to analyze the practice of soft power through public diplomacy. The current trend of diplomacy has broadened from elitist and high-level approach only, to the active participation of civil society. It also engages with the local element such as city diplomacy or paradiplomacy (Intentilia & Surya Putra, 2021); (Fathun, 2021); (Dermawan, Akim, &

Primawanti, 2020); and the involvement of non-state actors. With the advancement of digital technology, the academic debate of diplomacy pays particular attention to digital diplomacy. Previous studies have addressed the growing trends of using social media accounts, for instance Twitter Diplomacy or Twiplomacy (Su & Xu, 2015; Madu, 2021; Ingenhoff, Calamai, & Sevin, 2021) and Instagram Diplomacy (Sari, 2021 and Sprott, 2019).

As Instagram's popularity grows, its function of sharing images and videos is seen as the next phase of public diplomacy (Sprott, 2019). In promoting its agenda in the G20 Presidency, Indonesia also utilizes digital platforms to disseminate information to the public. As of 3 August 2022, @indonesia.g20 Instagram account has 483 posts, 85.600 followers, and 1 following. This account was created in February 2021. It is very intriguing to assess the practice of digital diplomacy in Indonesia's G20 Presidency 2022, particularly the agenda-setting aspect portrayed in the contents posted on this Instagram account. Hence, the second part of this paper seeks the answer of how does Indonesia practice digital diplomacy on Instagram in G20 Presidency 2022?

To answer these two research questions, this article uses qualitative methodology with primary and secondary data. The primary data are gathered from Indonesia's government statements mentioning culture, political values, and foreign policy of Indonesia which relates to Indonesia's soft power in G20 Presidency in 2022. These statements are retrieved from official websites and online news portals in Indonesia. The second source of the primary data is gathered from an official Instagram account that has been verified, namely @indonesia.g20. This official account is created specifically for posting the contents related to Indonesia's G20 Presidency. Both primary data are collected and analyzed using content analysis methods. This paper assesses the content of statements from the government and followed by examining the content of @indonesia.g20 Instagram account.

The secondary data of this article are taken from academic journals and e-books related to the study of International Relations to support the theoretical framework. It should be noted that this research only use data gathered from December 2021 until May 2022 as part of the early phase of Indonesia's G20 Presidency. This paper does not cover the digital diplomacy practice on Instagram from June 2022 to the end of Indonesia's G20 Presidency period. Recognizing that this is the research limitation, further study and analysis on this matter is highly encouraged as the continuation of this paper.

Despite its limitations, this paper attempts to scrutinize a salient issue in the field of International Relations. Numerous uncertainties

remained uncovered in the area of Indonesia's digital diplomacy. Previous studies have attempted to address Indonesia's diplomacy, for instance Indonesia's middle-power diplomacy during the pandemic (Triwibowo & Martha, 2021), Indonesia's soft power (Sukma, 2011), the practice of digital diplomacy of Indonesia (Madu, 2018; Syaifani & Qubba, 2018; and Wangke, 2020), and Indonesia's G20 analysis perspectives (Sulisto, 2021 & Sundararaman, 2020). Previous research on the use of social media for digital diplomacy and public participation has been conducted by Darmastuti, Inayah, Simbolon, and Nizar (2021). Their work found that the Indonesian government has implemented digital diplomacy at the "middle stage level", particularly to ensure the safety of Indonesian migrant workers in other countries and to promote several diplomatic purposes. Furthermore, their work also mentioned some concrete examples of public participation in digital diplomacy by Indonesian diasporas abroad. However, to the extent of the author's knowledge, there is no current academic paper that emphasizes the connection among these four factors.

This article attempts to fill the research gap by providing an original contribution to the study of Indonesia's diplomacy, by connecting the theoretical approach of soft power, practical point of view of digital diplomacy, and the relevant issues of Indonesia's G20 presidency. This paper aims to contribute to the development of International Relations literature on the study of diplomacy, particularly in examining an empirical case study in public, cultural, and digital diplomacy conducted by Indonesia. Considering Indonesia's position as an emerging power in the Indo-Pacific, and its central role in G20 Presidency 2022, as well as its next step holding ASEAN Chairmanship in 2023, the discussion presented in this paper is relevant to the contemporary study of diplomacy and International Relations.

Conceptual framework: soft power and the element of culture

Nye (2008, p. 95) defines soft power as "the ability to shape the preferences of others", with the way to "co-opts people rather than coerces them". Soft power is also about the ability to attract people and can be considered as "attractive power". The resources of soft power are the assets that generate the attraction. There are three sources that can generate soft power, namely culture, political values, and foreign policies. Culture can be attractive to others, political values can affect people in internal and external affairs, and foreign policies can give impacts when they are seen as legitimate (Nye, 2008). This paper focuses more on the context of culture as part of soft power resources. Culture is a crucial element as the set of practices and way of life that "create meaning for a society and has many

manifestations". Culture covers various aspects in the society's interaction. It ranges from literature, language, education, art, popular culture, and even entertainment (Nye, 2008). Culture and information are the elements that are often used in public diplomacy to gain public support. In the context of Indonesia, this article argues that it is relevant to see culture as a source of soft power since it has always been a pivotal feature in conducting Indonesia's diplomacy. Culture can also play a role in building the nation branding of Indonesia.

Several researches have highlighted cultural elements of Indonesia in conducting diplomacy. A study by Viartasiwi, Trihartono, and Hara (2020) pointed out the potentials and challenges of Indonesia's cultural diplomacy. Their work pointed out the importance of elements of culture combined with clear policy objectives, identity, domestic values, and the need to have an elaborated strategic policy that aligns with Indonesia's interest. Furthermore, Indonesia's cultural diplomacy involves several actors, such as the Ministry of Foreign Affairs, the Ministry of Education and Culture, and the Ministry of Tourism of Indonesia. The current challenges are the lack of nation brand consensus, the majority group's bias, and the conflict of values (Viartasiwi, et al., 2020). Another study that connects soft power and the element of culture has been published by Chitty (2017). This study mentioned culture as one example of issue areas that are related with low politics, characterized by open information that can be accessed by the public and can be discussed by civil society (Chitty, 2017, p. 18).

A study by Hocking (2016) highlighted the connection between diplomacy and foreign policy. His work highlights three significant changes of foreign policy goals that affect the way diplomacy is conducted. The first one is primary control and the dominance of states have been shifted, particularly in "an increasingly complex international environment". Secondly, various challenges faced by actors requires which requires resilience, analytical capacity, and collaborative strategies. The last one is social power in global politics and the process of "issue framing, agenda setting, and norm advocacy". In addition, Hocking (2016) also pointed out that there is a shift of domestic and international policy as part of the evolvement of foreign policy environment, which cause closer interconnection between governmental and non-governmental action. Another result of the development of foreign policy is the centrality of public diplomacy, which aims to influence people at the domestic and international level.

To assess public diplomacy, Huijgh (2016) mentioned that this field of study has its own development stages. Traditional public diplomacy

focused on the practices of information management and cultural promotion. On the other hand, contemporary public diplomacy emphasized the importance of multi-actor approach, domestically and internationally, and the need of dialogue and network among them, along with the use of digital technology. The advancement of technology gives substantial influence on the methods and risks of public diplomacy. Huijgh (2016) also suggested future research areas about public diplomacy, among others, to explore the role of non-state actors and the use of digital tools. Zaharna (2019) called for globalizing public diplomacy, with the element of culture and cultural diversity. This paper aims to provide an empirical case study of the use of digital platforms for public diplomacy as well as considering the presence of state and non-state actors.

As mentioned previously, soft power can be generated from culture, political values, and foreign policies. Afterwards, it needs to be promoted. A mechanism to promote soft power can be conducted through public diplomacy. The pivotal element of public diplomacy is to create an engagement with civil society, there are several impacts of public diplomacy, namely, to improve people's familiarity, appreciation, and positive perceptions towards a particular State, as well as to engage and influence people through strengthening relations in various aspects (Leonard, 2002). This study also addressed three important dimensions of public diplomacy, which consists of news management, strategic communications, and relationship building. New management focuses on informing the daily issues and activities. The second dimension, strategic communications, highlights the setting of strategic messages and promoting those messages. The last one, relationship building, explores the long-term partnership with individuals through numerous events, such as scholarships and exchanges.

In conducting public diplomacy, the advancement of digital technology should be considered as a crucial factor. At present, social media platforms are often used as the means to promote public diplomacy agenda. Costa (2017) concluded that the role of social media networks is more salient, particularly in the 21st century, where the audience can engage in a real-time dialogue. Bjola & Jiang (2015, pp. 74-76) highlighted the three-dimensional framework of social media effectiveness in public diplomacy. This framework covers agenda-setting as the first dimension, presence-expansion as the second dimension, and conversation-generating as the third dimension. This paper does not seek to measure the effectiveness of Indonesia's digital diplomacy. Rather, it focuses on the implementation of the first dimension, agenda setting. Agenda-setting reflects the "ability to influence the salience of topics on public agenda" (McCombs & Reynolds,

2002, as cited in Bjola & Jiang, 2015). Agenda-setting requires the competence to choose and provide relevant information as part of the salient and worthy issues. Instagram's popularity grew with approximately one billion monthly active users in 2018 (Constine, 2018) and reached 1,3 billion monthly active users in 2022 (Campbell, 2022). It has features in sharing photos, videos, reels, and short stories, with interactive activities such as comment, like, share, as well as people and location tagging. Therefore, this paper highlights the agenda-setting aspect by analyzing the contents on Indonesia's G20 Presidency digital diplomacy on Instagram.

G20 as a multilateral forum

The Group of Twenty or G20 is a strategic multilateral forum which consists of 19 States, namely Argentina, Australia, Brazil, Canada, China, France, Germany, India, Indonesia, Italy, Japan, Republic of Korea, Mexico, Russia, Saudi Arabia, South Africa, Turkey, the United Kingdom, the United States, plus the European Union, making it as the group of 20 major developed and emerging economies. Additionally, Spain holds the position as a permanent guest in G20. This forum covers approximately 60 percent of the population all over the world, 80 percent of global gross domestic product (GDP), and 75 percent of global exports in trade. With no permanent secretariat, G20 functions its agenda through coordination among members and rotation of presidency positions annually (G20 Indonesia, 2022).

G20 has the so-called Troika management, consisting of the previous, current, and immediately upcoming presidency to strengthen the collaboration of the group (G20 Canada, n.d.). The actual implementation of Troika in 2022 consists of Italy's G20 Presidency 2021 (previous), Indonesia's G20 Presidency in 2022 (current), and India's G20 Presidency 2022 (upcoming). As an international group, G20 initially aims to discuss and shape global agenda, including economic and financial issues. Its focus area has been expanded to reach key issues reflected in its two workstreams: sherpa track and finance track. The sherpa track involves 11 working groups, 1 initiative group, and 10 engagement groups, incorporating a wide range of issues from employment, health, anti-corruption, to youth, gender equality, climate change, and others (G20 Indonesia, 2022). Furthermore, the finance track focuses on economics and finance, handled by the Minister of Finance and Governor of the Central Bank of the G20 members (G20 Indonesia, 2022).

Holding the G20 Presidency in 2022, Indonesia takes the theme of "Recover Together, Recover Stronger" to send a message on inclusive collaboration and collective action towards COVID-19 pandemic recovery

from multiple aspects. There are three main pillars pointed out as the key priorities by Indonesia, namely global health architecture, sustainable energy transition, and digital transformation. The position of G20 Presidency is significant for Indonesia because of several reasons. To begin, Indonesia can seize this opportunity to showcase its economic resilience, even during the pandemic and push towards sustainable recovery agendas. Secondly, Indonesia can voice the interest and position of the emerging economies, showing its leadership at the international stage. Additionally, Indonesia can benefit economically by promoting tourism, services, products, and investment (G20 Indonesia, 2022). Despite being seen as a pivotal multilateral forum, G20 faces several key challenges, for instance, lack of transparency, accountability issues, and commitment implementation (Alexander, 2014).

Soft power and cultural elements in Indonesia's G20 presidency 2022

This section focuses on the analysis of culture as one of soft power resources according to Nye (2008). Culture is part of soft power resources because it can draw public attention and generate attraction. One's culture can be considered attractive and therefore gain popularity and influence. This paper found several cultural elements in Indonesia's G20 Presidency 2022 which promote soft power of Indonesia in this prestigious international forum. By having cultural elements in its G20 Presidency, Indonesia can promote its values and identity at the global stage. This paper argues that the G20 Presidency in 2022 is a crucial momentum for Indonesia to share and promote its cultural values to the international community as part of strengthening Indonesia's soft power.

This paper found that the logo of Indonesia's G20 Presidency 2022 portrays cultural elements of Indonesia as part of its philosophy. The logo has red and white color base, reflecting the color of the national flag of Indonesia, *Bendera Sang Merah Putih*. In Indonesia, *merah* or red color in the national flag symbolizes courage, and *putih* or the white color signifies purity. These two colors trace back to the history of Indonesia and the reason to choose the color of Indonesia's national flag. The second part of this logo is its shape. The design of this logo uses a combination of *gunungan* and *kawung batik* motifs. *The Gunungan* motif illustrates "life in the universe" and "movement towards a new chapter". The *kawung batik* motif depicts "the spirit to be useful to others". Both motifs manifest the identity of Indonesia and its commitment to uphold the theme "Recover Together, Recover Stronger", particularly in the spirit of global recovery after the COVID-19 pandemic (Ministry of Foreign Affairs of Indonesia, 2021a).

In addition, Indonesia conveys its determination to be part of the solution and to bridge the interest of not only G20 member countries, but also developing and small island countries. The logo also shows the tendril of a plant, as a symbol of "green, inclusive, and sustainable recovery spirit". It also has the word "G20 Indonesia" with dark blue as the color base, depicting Indonesia's global maritime fulcrum position. Indonesia has always pointed out its maritime potential as part of its strengths in the Southeast Asia region and the world. The ocean resources can be an asset to develop sustainable economic recovery (Ministry of Foreign Affairs of Indonesia, 2021a). The philosophy of Indonesia's G20 Presidency is closely linked to Indonesia's culture and identity.

Other than the logo that reflects Indonesia's culture, the Indonesia G20 Presidency also carries several strategic issues related to culture and COVID-19 pandemic recovery. Sustainable lifestyle is being emphasized as a pathway to recover from the global pandemic. The Ministerial Meeting on Culture highlights the theme "Culture for Sustainable Living" to emphasize the role of culture in Indonesia's G20 Presidency. In Kick Off G20 on Education and Culture, the Minister of Education, Culture, Research, and Technology of Indonesia mentioned that the implementation of sustainable living has been taught by the previous generation through cultural heritage and local wisdom. The cultural root is essential to spread the importance of sustainable living (Ministry of Education, Culture, Research, and Technology of Indonesia, 2022).

Culture, as a way of life, is being manifested in two key objectives in Indonesia's G20 Presidency namely "to build global consensus for a sustainable new normal" and "to initiate a global recovery agenda through the establishment of a network of joint actions in the cultural sector". Furthermore, Indonesia offers a cultural path, addressing five strategic issues related to culture, namely: (i) role of culture as a driver of sustainable living; (ii) economic, environmental, and social impacts of culture-based policies; (iii) cultural communing or co-management of cultural resources that promote sustainable lifestyles at the local level; (iv) equitable access to cultural economic opportunities; and (v) mobilization of international resources to maintain sustainable recovery through funding mechanism for art and culture restoration. The key issues that are being discussed are combined with cultural performances to showcase the variety of Indonesia's cultural actors and communities (Kenny, 2022). From the logo and main agenda of the Ministerial Meeting on Culture, Indonesia has shown its cultural diversity in its G20 Presidency.

This paper argues that G20 Presidency 2022 is a crucial momentum for Indonesia as a state, to showcase its rich cultural heritage abroad. This

is aligned with other foreign policy agendas of Indonesia, including taking a more active role in the advancement of socio-culture and creating a more positive image of Indonesia. By showing that Indonesia has a rich cultural heritage, the image of Indonesia as an emerging economy will be supported by a great socio-cultural climate to boost economic growth and maintain political stability. Furthermore, both state and non-state actors in Indonesia actively conduct cultural diplomacy in various forms, including dance performance, exhibition, and by introducing language and culture through learning Bahasa Indonesia for foreigners or called *Bahasa Indonesia bagi Penutur Asing* (BIPA). Indonesian Embassies and diasporas abroad have played significant parts by organizing multiple events to share the story behind Indonesian culture as part of Indonesians' way of life. The government of Indonesia captured the moment of G20 Presidency 2022 to promote its culture, followed by other initiatives conducted domestically and internationally, using the logo of G20 as a way of spreading information and supporting this event. Therefore, these efforts will generate a positive image of Indonesia.

Digital diplomacy on Instagram in Indonesia's G20 presidency 2022

After providing analysis from the cultural point of view, the following section explores the second part of this paper, which describes digital diplomacy on @indonesia.g20 Instagram account. This paper argues that the Indonesian government chose digital diplomacy as an instrument in G20 Presidency 2022 based on 3 major reasons. The first one is that technological advancement is inevitable, therefore we need to use it to stay relevant. Sooner or later, the government must adapt with the use of technology to support their current agenda and the State's interests. The second one is to connect and strengthen the relationship with the public. By using digital technology, the government is able to connect with people and promote their agenda to gain public support. People can easily access the agenda of G20 Presidency and related forums by using their social media account, specifically Instagram in this context. The third one is to explore further the potentials and opportunities of digital diplomacy that can bring benefit to Indonesia in the future. That is why Indonesia has previously initiated a Regional Conference on Digital Diplomacy, covering digital diplomacy from the perspective of crisis management to economic opportunities (Ministry of Foreign Affairs of Indonesia, 2021b). It shows that digital diplomacy is a vital agenda in Indonesia's foreign policy.

Agenda-setting

In describing digital diplomacy practice of Indonesia's G20 Presidency, this paper uses @indonesia.g20 as a specific sample. There are two aspects on this account that will be assessed. The first one is agenda-setting. According to McCombs & Reynolds (2002), as cited in Bjola & Jiang (2015), agenda-setting depicts the salience of the topic by carefully choosing and providing relevant information of worthy issues. Therefore, this paper assesses the agenda-setting of @indonesia.g20 feed content on Instagram. This paper found three methods of delivering G20 agenda to the public through Instagram contents: firstly, by providing technical information, secondly, by explaining substantive messages of G20 priority areas, and thirdly, by inviting active engagement through games and quizzes.

The first method of delivering an agenda to the public involves posting G20 technical event information on Instagram. It aims to provide technical information of the event, such as the topic, date, speakers, and event format. There are some events that are conducted in hybrid or virtual settings and open to the public, therefore, these Instagram posts attempt to invite the public to participate in G20 events via Zoom Meeting or YouTube channel. The post on this Instagram account also covers a calendar summary of the events in a specific month, for instance, there is one summary of the whole agenda in April 2022, posted on 6 April 2022. This post includes the logo of G20 Indonesia and 12 important dates, with the title of each agenda and their locations. Through this content, the public can easily see the recap of the overall agenda in that specific month. Therefore, the purpose of giving information to the audience can be achieved. Other than the summary of events conducted in April, another example is the information regarding a talk show which can be joined virtually by the public. This content was posted on 19 March 2022, entitled "Talk Show I: Social Safety Nets for Informal and Non-Standard Forms of Employment", and provided a link that can be accessed by the public to register.

Another example of technical information is by providing a brief introduction of the Chairs in each engagement group, along with the meeting agenda, issue priority, and concrete example of Indonesia. An example can be taken from an Instagram post, dated on 11 April 2022. This post is entitled "Meet the Chair" of the Agriculture Working Group (AWG). The content of this post covers the name, photo, and position of the Chair and Alternative Chair, three priority issues in AWG, the agenda of AWG from March until September 2022 with the exact date and location, as well as a brief information about agricultural society organization in Bali and Yogyakarta. Another illustration of the technical information provided on Instagram account is regarding Civil 20 (C20), with a post entitled "Meet

the Chair " of the Civil 20 (C20). This post is similar to the one mentioned previously about the AWG. This post also consists of Chair and Co-Chair C20 name, photo, and position, as well as the seven task forces of C20 and their priority issues, and C20 meeting agenda.

The second method of delivering the G20 agenda to the public is by explaining substantive messages of G20 priority areas. An Instagram post on 9 March 2022 provided a substantive explanation about Women20 (W20) agenda, which was conducted on 8-10 March 2022 in East Java. This post was not only mentioning the name and brief profile of the speaker as the technical information, but also some key points as the result of the W20 meeting. This post entitled "W20 Recover Together, Equally" and shared substantive messages regarding: (i) women's economic empowerment and inclusion through MSMEs as a key to the 2030 agenda for development; (ii) gender equality and women empowerment as the centrum of global discussion for the post-pandemic economic recovery; (iii) all stakeholders should eliminate discrimination against women and generate strong ecosystem to support women-owned MSMEs all over G20 countries, while also utilizing digital platforms; and (iv) the concrete actions of W20 in supporting women empowerment, including the cooperation between W20 Italy and Indonesia. This post is an example that an Instagram content of @indonesia.g20 also shares substantive messages and discussion results to the public on social media.

The account also highlighted some key substantive points regarding the importance of G20 as one of the most prestigious multilateral forums at present. A video post, dated on 19 February 2022, entitled *Apa Pentingnya G20?"* in Indonesian national language, Bahasa Indonesia, or translated to "What is the importance of G20?" in English, addressed the explanation to answer this question. It displayed, in the form of a video, that G20 represents 2/3 of the world population. Furthermore, the video also mentioned that the G20 covers 75% of international trade and 80% of the world economy. Therefore, this forum is very crucial at the global level. Indonesia hosts the forum in 2022 to recover together, with the motto "Recover Together, Recover Stronger". This post shows that substantive points can be delivered not only through text and picture, but also with an engaging video.

The third method is by inviting active participation and engagement through games and quizzes. As an example, there is a "Tebak Dengan Benar" content in Bahasa Indonesia, or translated into "Guess Correctly" in English, a content that provide 7 boxes to fill with the correct alphabet. It provides 2 letters and a clue about the answer. This quiz was posted on 9 April 2022. This post gathered a very responsive engagement, proven by

approximately 100 comments with interactions from this account and the followers who sent their answers on the comment sections. Another example of active engagement is by creating "Cari Kata" in Bahasa Indonesia or translated into "Find the Word" quiz, dated on 26 March 2022 to ask the followers to find 7 words that are related to the 7 task forces of C20. This quiz aims to get attention and create an active engagement with the followers through their answers on the comment sections. This quiz received positive feedback from the followers, proven by more comments written to answer this quiz. There is another interesting game posted on this Instagram account, that is crossword puzzle posted on 27 May 2022. This paper found that, compared to two other methods, the third method gained the most engagement in the comment sections. The public can participate directly to answer the quizzes provided by this Instagram account. Those answers are all related to G20 information. The next section emphasizes the involvement of non-state actors portrayed on @indonesia.g20 Instagram account.

Non-state actors involvement

This paper argues that the role of spokesperson is crucial in getting public attention. The Instagram account @indonesia.g20 shows several posts that include the appearance of Maudy Ayunda as Indonesia's G20 Presidency spokesperson. She is a famous young Indonesian actress and singer, who has obtained her master's degree from Stanford University, the United States of America. Her educational background, experience, and popularity amongst Indonesian people are the key aspects that makes her suitable for this role. On the other hand, several critics were addressed to the decision of choosing her as one of the spokespersons of Indonesia's G20 Presidency. These critics include several statements that perceived her appointment as a spokesperson is only a "gimmick" (Komalasari, 2022) and that "she has no diplomatic experience" (Putri, 2022). However, the Ministry of Communication and Informatics believes that Maudy Ayunda's role is vital in reaching young generations, particularly the millennials and gen Z (Haryanto, 2022). Despite these critics, her appointment as a spokesperson has become a national-wide topic covered in various media, and therefore gained attention regarding Indonesia's G20 Presidency. On @indonesia.g20 Instagram account, there are several contents which show a short video of her presenting important information regarding the G20. Those are, among others, a short clip posted on 29 April 2022 regarding Youth20 (Y20) and energy transition issues in Indonesia's G20 Presidency, posted on 13 May 2022.

Other than the involvement of Maudy Ayunda as a celebrity and spokesperson, this paper found another involvement of non-state actors on @indonesia.g20 Instagram account in the form of question and answer that involves the public. As an example, there is a video dated 27 February 2022 entitled "Apa itu G20?" in Bahasa Indonesia or translated into "What is G20?" in English. This video shows informal interview sessions with the public to assess their knowledge about G20. The questions asked were "have you heard of G20?" and "what is the abbreviation of G20". From the video posted, some interviewees have not heard about G20 and there are three interviewees who have heard about G20. However, the interviewees were not able to answer the abbreviation of G20 or provided answers regarding basic information about G20. This video aims to provide an interactive content showing the need for more information and understanding of G20. Therefore, the existence of @indonesia.g20 Instagram account is crucial in providing G20-related knowledge to the public.

Other than the video mentioned above, the @indonesia.g20 Instagram account also has a content called "Kata Netizen" in Bahasa Indonesia or translated into "Netizen's Words" in English. This video also covers asking questions to the public regarding their knowledge on G20 issues. This video was posted on 17 May 2022 with a longer duration than the video mentioned above. This video featured some students from various field of studies who were asked "what is G20 presidency", "when was it established", "what is the purpose of G20", "where is the location of G20", "the role of central bank in G20", and "what is your hope regarding G20". There are two important points from this video. The first one is the real interaction that featured the public. The second one is this video does not only ask questions to some interviewees, but also provides the answers to those questions, which add the knowledge about G20 to the followers who watch this video. This interactive video shows the involvement of the public to create a digital diplomacy content and spread public awareness on key information regarding Indonesia's G20 Presidency in 2022.

Conclusion

This paper aims to seek the answer of two research questions. The first research question is how Indonesia utilizes its culture as the soft power resource in G20 Presidency 2022. This paper found that Indonesia uses the element of culture as part of promoting its soft power at the global stage through the G20 multilateral forum. Indonesia seizes the opportunity in holding G20 Presidency 2022 as a momentum to spread its cultural values and identity. This is proven using cultural elements in the G20 Presidency

logo and the explanation of its philosophy. The key cultural elements in G20 Presidency logo are (i) red and white color base, reflecting the color of national flag of Indonesia; (ii) the logo shape, which combines *gunungan* and *kawung batik* motif, illustrating "life in the universe" and "movement towards a new chapter, as well as "the spirit to be useful to others"; (iii) the tendril of a plant, as a symbol of "green, inclusive, and sustainable recovery spirit"; and (iv) the color of dark blue, depicting Indonesia's global maritime fulcrum position. Other than that, Indonesia G20 Presidency also highlights several strategic issues related to culture, which were framed under the theme of "Culture for Sustainable Living." The way to portray culture as Indonesia's soft power through strategic issues is also combined with cultural performances to showcase the variety of Indonesia's cultural actors and communities.

The second research question aims to scrutinize the practice of Indonesia's digital diplomacy on Instagram in G20 Presidency 2022 using the account of @indonesia.g20 as a purposive sample. This paper found that in terms of agenda-setting, digital diplomacy through @indonesia.g20 has used three methods to spread information regarding the G20 agendas. These three methods are first, providing technical information, second, explaining substantive messages of G20 priority areas, and third, inviting active engagement through games and quizzes on G20 issues. From these three methods, this paper found that contents with quizzes received many responses through the comment sections, which shows an active engagement with the followers. Furthermore, this paper found that digital diplomacy practice on @indonesia.g20 Instagram account also covers non-state actors' involvement. It is proven by several contents that portrayed a celebrity spokesperson and interactive contents that featured young people as the interviewee who were asked about G20-related questions. In conclusion, Indonesia's G20 Presidency 2022 has utilized cultural elements to strengthen its soft power and has implemented digital diplomacy on Instagram to reach out to the wider public.

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