

Indonesia's Public Diplomacy in Increasing the Number of Visits of Singapore Tourists

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ABSTRACT

Singapore is the most significant contributor to tourist visits to Indonesia, but in 2015-2016, the number of tourist visits from Singapore decreased from around 1,59 million people to 1,51 million people. This study aims to determine the efforts of Indonesia's public diplomacy in increasing the number of tourist visits from Singapore through Wonderful Indonesia as nation branding. This research is focused on 2016 to 2019. This research used a descriptive qualitative method by using data collection techniques in the form of interviews, and document collection, such as official documents from private sources and internet sources in the form of articles in relevant journals and publications, and can be ascertained their validity. The author also uses three stages of data analysis according to Miles and Huberman (1994), including data reduction, data presentation, and drawing conclusions or data verification by data triangulation to explain the data obtained from the field in detail and clearly. The study found that Indonesia's public diplomacy efforts, which involved non-state actors by promoting Wonderful Indonesia, had a positive impact on tourism from Singapore. These efforts not only increased the number of tourist visits, but also boosted the country's foreign exchange income and earned recognition for the actors involved. Overall, the objective of these initiatives was to promote Indonesian culture, foster good relations with the Singaporean public, and create a favourable impression of Indonesia as a tourist destination. However, this promotional activity still has several obstacles due to the lack of infrastructure conditions in Indonesia around tourist destinations and Indonesia's level of security, as well as a small promotion budget.

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INTRODUCTION

Public diplomacy is a way for a country to attract public opinion or opinion leaders from other countries to achieve foreign policy goals (Manheim, 1994). To attract public opinion, a country can use the tourism sector by utilizing natural resources and national culture that can become the

country's main provisions. Geographically, Indonesia consists of about 17,508 islands with a total population of around 270 million. Therefore, Indonesia is a country rich in diversity, with around 1,340 ethnic groups and several natural attractions that UNESCO has internationally recognized, such as the Borobudur Temple (Indonesia.go.id, 2017). This situation is an added value for Indonesia in developing and promoting its country's image worldwide, as well as attracting foreign tourists to visit Indonesia.

To develop its tourism sector, in January 2011, through the Ministry of Tourism, Indonesia promoted Wonderful Indonesia as a tourism nation branding (an update from Visit Indonesia) and made it a tool for Indonesia in seeking to increase the number of tourist visits from Singapore. Nation branding can be interpreted as a strategy of a country to present itself to build a positive reputation by promoting economic, political, and social conditions in the internal and external environment of the country concerned (Anholt, 2003). In 2015, Indonesia, through Wonderful Indonesia had a strategic policy by determining 16 countries which were divided into three market categories, one of which was the Main Markets, where Wonderful Indonesia was promoted on a large scale considering that this group is the most selling place. The main markets are Indonesia's neighbouring countries such as Australia, Malaysia, and Singapore (Idriasih, 2016). Of the three countries categorized as the main markets, Singapore is the focus of this research.

Indonesia-Singapore diplomatic relations were officially established on September 7, 1967. The close relationship between the two countries is undoubtedly supported by the various collaborations that have been carried out, such as in the economic, sociocultural, political, defence, and security sectors, the environment, tourism, as well as the stability and prosperity of the Southeast Asian region. The Indonesian government launched the promotion of Wonderful Indonesia tourism in Singapore in 2015. Indonesia took this opportunity to promote its culture and tourism sites because Singapore is a neighbouring country and one of the solid international trade networks. Singapore also gets a lot of negative news headlines about Indonesia because it often experiences security problems such as cases of terrorism, and natural disasters such as tsunamis and volcanic eruptions, and other security problems. Therefore, Wonderful Indonesia is here as an effort to ward off negative views of Indonesia and spread a positive image of Indonesia (Indonesia Investments, 2016).

Regarding the most significant contributor of tourists to Indonesia, Singapore has always been in the third rank for the last few years and even had time to become the first from 2011-2015. Also, according to the Central Statistics Agency, Singapore has consistently been ranked high along with two other countries (Malaysia and Australia) in providing the largest foreign exchange for tourism to Indonesia since 2011, which is around USD 1.05 million and continues to increase to around USD 1.14 million in 2014 (BPS, 2014).

Singapore is the focus of this research because this country has consistently been ranked first as the largest contributor to tourist visits from 2011 to 2014. However, from 2015 to 2016, the number of tourist visits from Singapore decreased, so the country was ranked third in 2016. Only in 2017 did Indonesia increase the number of tourist visits from Singapore. In 2017, Indonesia managed to attract 1.55 million foreign tourists from Singapore, 1.76 million in 2018, and 1.93 million in 2019. This number increased from 2016, which only reached 1.51 million people, where there was a decrease in the number of tourist visits from Singapore from the previous year,

which was 1.59 million people (BPS, 2020). Therefore, it can also be concluded that the performance of Indonesian tourism promotion in Singapore has not been maximized because there has been a decrease in the number of tourist visits from Singapore.

Looking at the number of tourist visits from Singapore that experienced an increase in 2017-2019, the question arises: “How is Indonesia’s Public Diplomacy in Increasing the Number of Tourist Visits from Singapore Through the Wonderful Indonesia Program Throughout 2016-2019?”

Much literature discusses Indonesia’s diplomacy in the tourism sector, such as (Wulandari & Indrawati, 2021), which discusses tourism sector diplomacy by promoting POSE (paid media, owned media, social media, endorser), cooperation between the government and domestic airlines. Then Rudenko and P. Tedjakusuma (2018) argue that Indonesian tourism marketing is a “soft” cultural diplomacy tool because it is related to activities regarding the promotion of cultural, artistic, and culinary diversity to attract more potential international tourists to visit Indonesia.

Considering one of the indicators of the progress of a country’s tourism sector is the presence of tourist visits, several previous studies discuss the increase in the number of tourist visits, such as Kussanti and Susilowati (2018) argue that the role of the government causes the increasing number of foreign tourist visits to Indonesia through the Indonesian Ministry of Tourism. Then Wigati (2018) added that an increase in foreign tourist visits could be done through promotional and sales activities by collaborating with relevant stakeholders.

Several studies, such as Simanjuntak (2019), have argued that Wonderful Indonesia as an Indonesian tourism brand is supported by at least three aspects, namely historical, cultural, and social. However, apart from going through various aspects, several strategies can be used in marketing Wonderful Indonesia as a nation branding, as described by Masyhari Makhasi and Lupita Sari (2018). This strategy can be in the form of using several media to promote Indonesian tourism, namely online, electronic, and print media.

After reviewing the available literature, it is clear that most studies focus on a specific area of research. No scholarly article, however, has specifically examined Indonesia's public diplomacy efforts aimed at attracting more Singaporean tourists. To address this research gap, this study seeks to examine Indonesia's public diplomacy initiatives to increase the number of tourist visits from Singapore by promoting Wonderful Indonesia. Given Singapore's importance to Indonesia's tourism industry, the decline in Singaporean visitors in 2015-2016 is concerning. Therefore, this research focuses on analyzing public diplomacy activities in Indonesia's tourism sector, particularly the “Wonderful Indonesia” branding, from 2016-2019.

METHODS

In this study, the author uses a qualitative descriptive approach to provide a detailed and clear account of the data collected from the field. This is required in order to obtain specific descriptions that can be used to answer the research questions. As with other qualitative research, the author also interprets the data and draws on relevant knowledge from other sources, which will be incorporated into the paper. Hence, the author utilizes a descriptive-qualitative methodology to

elucidate the research object, which is Indonesia's public diplomacy strategy aimed at increasing the number of Singaporean tourists through the Wonderful Indonesia campaign during the period 2016-2019.

In order to gather data for this study, the author used two methods, namely interviews and document collecting. For interviews, the author conducted online interviews with three informants, including an official from the Ministry of Tourism and Creative Economy of the Republic of Indonesia (informant 1), the Embassy of The Republic of Indonesia in Singapore (informant 2), and the Ministry of Foreign Affairs of the Republic of Indonesia (informant 3). Besides interviews, the author collected data from various documents, including official documents from private sources that relate to Indonesia's public diplomacy efforts to increase the number of Singaporean tourists through the Wonderful Indonesia campaign. Furthermore, the author also gathered additional data from credible internet sources, such as relevant journal articles and publications. The author also uses three stages of data analysis according to Miles and Huberman (1994), including data reduction, data presentation, and drawing conclusions or data verification by data triangulation.

RESULTS AND DISCUSSION

Indonesia's Public Diplomacy through Wonderful Indonesia in Singapore from 2016-2019

Various kinds of public diplomacy efforts implemented by Indonesia in Singapore from 2016 to 2019 focused on various kinds of exhibitions and festivals in Singapore, holding sales missions, the Hot Deals program, as well as using the media as a channel of information. These activities carried out by Indonesia aim to provide information, disseminate, and provide an understanding related to the positive image that Wonderful Indonesia has. So that it can provide familiarity between the Singaporean public and Indonesia, and it can also increase Singapore's public appreciation of Indonesia's tourism potential. Then, the Singaporean public can make Indonesia a tourist destination. Thus, making the Singaporean public influenced to travel by visiting Indonesia.

Public diplomacy in this study is focused on the Ministry of Tourism of Indonesia as an actor, official representatives of the state as actors, businesspeople, educational and training institutions, individuals (public), and related media as supporting actors. The five actors build positive synergies with each other by continuing to make various efforts to support Indonesia's tourism promotion effectiveness.

First, as an international scale exhibition, NATAS Travel Fair, ADEX, and ITB Asia become a means to increase socio-cultural interaction with the Singaporean public directly. Indonesia also held a socio-cultural exhibition in Singapore. Throughout 2016-2019, the Ministry of Tourism of the Republic of Indonesia, assisted by official representatives of the state, the Indonesian diaspora in Singapore, and the tourism industry introduced their tourism sector. In this case, the tourism industry participates in providing various kinds of Indonesian tour packages to reach the wider Singaporean community. The tourism industries are Travel Agents/Travel Operators from Indonesia and Singapore, airlines such as Singapore Airlines (SIA), Singapore AirAsia, and Garuda Indonesia. In addition, Indonesia also holds cultural exhibitions at several strategic locations in Singapore, such as the Wonderful Indonesia exhibition at Changi Airport, as a public

diplomacy effort because it reaches travellers with heterogeneous (professional) backgrounds. Traveloka's participation as a non-state actor also fully supports this exhibition, which can optimize tourism information with exciting features on this platform.

The high number of visitors makes every Singaporean international exhibition the right moment for public diplomacy. The Indonesian Ministry of Tourism as a state actor and the tourism industry as non-state actors have a complementary relationship in promoting Wonderful Indonesia as the nation's tourism branding. The Indonesian Ministry of Tourism has a role in determining the theme, and concept, and considering which parties will be involved in the promotion. Meanwhile, the tourism industry chosen to be involved in the promotion has a role in disseminating information about the promotion of Wonderful Indonesia so that it is better known to the Singaporean public. In addition, there are other non-state actors, namely individuals in the form of baristas brought directly by the Ministry of Tourism and artists involved in cultural performances performed by Indonesia. These individual actors have a role in supporting the sustainability and success of the exhibition by contributing according to their respective capacities.

Second, as a world-class festival, Chingay Parade is a place to increase socio-cultural interaction with the Singaporean public. Throughout 2016-2019, the Indonesian Embassy in Singapore and the Ministry of Tourism of the Republic of Indonesia were assisted by an Indonesian contingent from Indonesian educational and cultural institutions such as the Singapore Indonesia School (SIS), presenting performances and parades of Indonesian arts and culture. According to Ratna Harjana Lestari, Coordinator of Social and Cultural Information Function, Indonesian Embassy in Singapore (personal communication, 12 January 2022), this is the right momentum to promote various exciting tourist destinations in Indonesia by attracting Singaporeans to see the beauty of Indonesia from the diversity of traditional clothes, dances, and regional music. In addition to SIS, the coordination between the Indonesian Ministry of Tourism and the Indonesian Ministry of Foreign Affairs through the Rumah Budaya Indonesia (RBI) program in Singapore can also be a diplomatic tool to carry out public diplomacy with the people of Singapore by holding events based on Indonesian culture. RBI can provide facilities and is a facilitator for the Singaporean public who want to learn about Indonesian culture and also become a supporting actor by providing an understanding of Indonesian culture.

The high number of parade spectators, around 180,000 people, makes the Chingay Parade the right moment to carry out public diplomacy. The Indonesian Ministry of Tourism and the Indonesian Embassy in Singapore as state actors and the Indonesian delegation or contingent as non-state actors have complementary relationships in promoting Indonesian culture. The Indonesian Embassy in Singapore plays a role in determining the theme, and concept, and considering which party is appropriate to present the theme and concept in the form of an art and cultural parade. The theme and concept in question are related to the message and what information to convey. Meanwhile, the Indonesian delegation and contingent played a role in conveying messages and information through each attraction. Both state and non-state actors work hand in hand to promote Indonesian tourism to the broader Singaporean public.

Third, Indonesia's public diplomacy in increasing the number of foreign tourist visits from Singapore was also carried out by holding sales missions in 10 priority Indonesian tourist

destinations in Singapore with four themes (adventure, halal, leisure, and diving). Throughout 2019 from May to September, these sales missions brought together around 40 sellers from several Indonesian tourism industries and 128 buyers from several Singapore tourism industry companies. Sales Mission is a business meeting event (B to B) that aims to promote Indonesian tourism to the Singapore market to penetrate the market, as well as a means of a direct meeting between Indonesian Sellers and Singaporean Buyers to make business contacts and contracts. In addition, the Indonesian government also holds a Hot Deals program which is an effort to attract tourists to vacation on weekdays or weekends. In other words, Hot Deals are projected for tourists who want to visit during the low season. Furthermore, in this program, Indonesia offers cross-border tour packages, such as the Riau Islands tourism area, which contains the islands of Batam and Bintan. Both programs have generated an enormous enough foreign exchange potential for Indonesia.

Fourth, the media's role also significantly impacts constructing the value of Wonderful Indonesia. The main media used in branding promotion is television through television advertisements (TVC) broadcast by Singapore TV stations in collaboration with the Indonesian Ministry of Tourism. Some of them are Channel 5, Channel 8, Channel U, CNBC, CNN, NBCU E-Channel, DIVA, National Geographic, BBC World, MTV Asia, AFC, and Travel Channel. Complementing the effectiveness of these promotional efforts, the Indonesian Ministry of Tourism under the administration of President Joko Widodo has also made digital media the main platform for promoting the Wonderful Indonesia campaign. The use of digital media, primarily internet-based aims to observe the current global community by utilizing digital media. The digital media platform used by the Ministry of Tourism of the Republic of Indonesia is a website (<https://www.indonesia.travel/>), as well as various types of social media such as Google with Search Engines (Search Marketing) and the Display Network in Singapore. The Ministry of Tourism also collaborated with Youtube Skippable TrueView and Youtube Masthead for two days in Singapore. Promotions are also placed on Tripadvisor sites, such as Desktop/Display Advertising Placement, Mobile Ads, and Homepage Hero Sponsorship for seven days.

Singapore ranks third in the world in terms of social media activity, with a percentage of 70% compared to the total population. The number of internet users in Singapore is relatively high, at 82% of the total population (Kemp, 2017). According to Rizky Rahman, Staff for Communication and Partnership Strategy, Ministry of Tourism of the Republic of Indonesia (personal communication, 4 March 2022), to take advantage of the potential of the internet and social media, the Ministry of Tourism is also coordinating a program called the Familiarization Trip (Fam trip). Fam trip involves influential people in cyberspace who already have many followers on social media or are commonly called social media influencers. Daily, dozens of Fam trip participants from Singapore are facilitated and sponsored by the Indonesian Ministry of Tourism to vacation in Indonesia. As non-state actors, selected people who influence Singapore's social media play a role in informing, engaging, and influencing their followers about Indonesian tourism products. The use of social media is a part of daily life, so public diplomacy through social media (Instagram and blog) for social media influencers and travel bloggers need to be done because it is a driving factor for the audience. The Indonesian Ministry of Tourism, as a state actor, plays a role in selecting social media influencers who will be able to support the promotion of Indonesian tourism further. The number of followers or readers, creativity and uniqueness of Instagram and blog content, and engagement with followers are increasingly considered in choosing. In addition,

the Indonesian diaspora also formed the Generasi Wonderful Indonesia (GenWI) to promote Wonderful Indonesia in Singapore through social media. It aims to provide convenience in educating the public and increasing awareness about this branding.

Based on the previous explanation, the collaboration between the Indonesian government and the Singaporean media as non-state actors shows the relevance of the concept of public diplomacy for this research. Indonesian public diplomacy as an instrument in promoting tourism in Singapore involves various stakeholders from different backgrounds. The stakeholders are not only the Indonesian Ministry of Tourism, the Indonesian Embassy in Singapore, and VITO (Visit Indonesia Tourism Officer) Singapore, but also businesspeople, educational and training institutions, individual (public) involvement, and the media. With a diverse portion of involvement, stakeholders coordinate with each other in providing understanding, informing aspects of Indonesian tourism's attractiveness, and influencing the direction and attitude of the Singaporean people to make Indonesia a tourist destination. The implementation of multiple engagements is by participating in the Chingay Parade as international art and cultural event, holding exhibitions and festivals, collaborating with the private sector and the media to promote Indonesian tourism, and collaborating with influential people on social media in Singapore.

The Achievements of Indonesia's Public Diplomacy through Wonderful Indonesia in Singapore from 2016-2019

Nicko Himawan Sutanto, the Sub-Coordinator of Communication Strategy at the Directorate of Marketing Communications of the Ministry of Tourism of the Republic of Indonesia (personal communication, 4 March 2022), stated before 2015, Wonderful Indonesia's large-scale promotion efforts abroad were almost non-existent because the budget was relatively small. Therefore, in 2015-2016, Indonesia began to promote the Wonderful Indonesia brand on a large scale abroad, including in Singapore. The promotions carried out include organizing/participating in international exhibitions and festivals, holding sales mission programs and Hot Deals, placing advertisements in various media, collaborating with related tourism industry parties, and so on. All of these activities were carried out throughout 2015-2016, which had an effect in 2017.

The impact resulting from various kinds of cooperation in promoting Indonesian tourism in Singapore through Wonderful Indonesia carried out by the Indonesian Ministry of Tourism and assisted by the Indonesian Embassy in Singapore, VITO (Visit Indonesia Tourism Officer) Singapore, business people, educational and training institutions, individuals (Indonesian and Singaporean public), and related media can be measured quantitatively.

Year	Number of Foreign Tourist Visits from Singapore in 2011-2019 (million people)	Growth (%)	Length of Stay (days)	Spending (USD)	Indonesian Tourism Foreign Exchange in Rupiah
2011	1,324,839		4,44	700,2	927,652,267.8
2012	1,324,839	0.00%	4,27	639,01	846,585,369.39
2013	1,432,060	8.09%	4,17	642,17	919,652,970.2
2014	1,559,044	8.87%	4,16	658,59	1,026,770,787.96

2015	1,594,102	2.25%	4,3	658,74	1,050,098,751.48
2016	1,515,699	-4.92%	4,35	588,53	892,034,332.47
2017	1,554,119	2.53%	N/A	N/A	N/A
2018	1,768,744	13.81%	4,53	1059,22	1,873,489,019.68
2019	1,934,445	9.37%	3,07	849,77	1,643,833,327.65
2019	1,934,445	9.37%	3,07	849,77	1,643,833,327.65

Table 1: Visits of Foreign Tourists from Singapore in 2011-2019

Compiled by the author based on data from the Indonesian Central Statistics Agency and Ministry of Tourism of the Republic of Indonesia Report, 2020 [Source]

Based on the table above, it can be seen that there has been a significant increase in the number of foreign tourist arrivals from Singapore from 2017 to 2019. The total percentage increase is around 26% since 2016, which decreased by about -5% from 2015. The total annual percentage increase was 2.53% in 2017, 13.81% in 2018, and 9.37% in 2019. This is because the public diplomacy carried out by Indonesia in Singapore was quite massive and carried out continuously in 2015 and over the years. Furthermore, it is undoubtedly one of the factors increasing the interest of foreign tourists from Singapore to visit Indonesia so the number of visits by foreign tourists from Singapore increased again from 2017 to 2019.

Furthermore, the achievements of public diplomacy carried out by Indonesia through the marketing and promotion of Wonderful Indonesia in Singapore can also be seen in the significant foreign exchange and many awards that Indonesia has received from various media and exhibitions in Singapore. The amount of foreign exchange for Indonesian tourism can be seen from two sources. The first source is the sum of the number of tourist visits multiplied by the average tourist expenditure per visit. The second source is foreign exchange derived from various sales at exhibitions, sales missions, and Hot Deals that are carried out throughout the year. Based on table 5.1, Indonesia's foreign exchange for tourism in 2018-2019 has a total of around Rp. 3.6 trillion. These numbers come from the number of visits and the average tourist expenditure per visit. This total has also increased from 2016, which only reached Rp. 892 million, a decrease from the previous year, which reached Rp. 1 trillion. It can be concluded that Indonesia's tourism foreign exchange, which decreased by around -15% in 2016, managed to increase again by around 110% in 2018.

According to the Tourism Marketing Coordinator for the Southeast Asia Region of the Indonesian Ministry of Tourism, Dadang Djatnika (personal communication, 11 February 2022), when the Ministry of Tourism promoted an exhibition in Singapore, the Ministry of Tourism brought sellers from Indonesia. It brought them together with buyers in Singapore. This achievement can be seen in how many transactions were recorded between Indonesian sellers and buyers from Singapore by booking tour packages. For example, in 2018, the Indonesian Ministry of Tourism noted that the Wonderful Indonesia Sales Mission at the Novotel Hotel Singapore achieved a foreign exchange potential of around USD 13 billion. Meanwhile, in 2019, the Sales Mission Adventure Wonderful Indonesia, held at Violet Oon, Clarke Quay, Singapore, Indonesia recorded around Rp 13.8 billion in transactions. In addition, a sales mission consisting of 4 themes (adventure, halal,

leisure, and diving) in Singapore in 2019 also resulted in a total potential transaction with buyers, estimated at 44,283 pax and a total potential foreign exchange of Rp 428,400,365,217.

Moreover, Wonderful Indonesia also won several awards in various media and exhibitions in Singapore. In 2016, Wonderful Indonesia won The Best Destination Marketing 2016 award from a leading media that focuses on exploring the Asia-Pacific tourism industry, namely Travel Weekly Asia. This award was given at the Honorarium for the Best in the Travel Industry in Singapore. In 2018, Indonesia won 6 awards from the KAYAK Travel Award Singapore 2018. KAYAK is an international travel application based in the United States. This award further legitimizes the quality of Indonesian tourism. Before determining the award winners, the organizers of the 2018 Travel Awards Singapore, KAYAK Regional Asia Pacific, surveyed the Singaporean public within the specified timeframe. In 2019, Wonderful Indonesia also won five awards at the Asia Dive Expo (ADEX) Singapore 2019. The awards won included: (1) the ADEX Award for Outstanding Contribution to Dive Tourism for the Indonesian Ministry of Tourism; (2) the ADEX Award for Outstanding Contribution to Dive Tourism for VITO (Visit Indonesia Tourism Officer); (3) ADEX Official Country Partner of the Year; (4) ADEX Best Tourism Destination of the Year; (5) ADEX Best Booth Design Winner.

Challenges of Indonesia's Public Diplomacy through Wonderful Indonesia in Singapore from 2016-2019

The image of Indonesia as a tourist destination greatly influences the consideration of Singaporean tourists to come to Indonesia. However, marketing and promoting a branding effort, especially branding that brings the country's image, is certainly not an easy thing that can be done effectively and gives fast results. This is also certainly felt by the Indonesian Ministry of Tourism in intensifying the Wonderful Indonesia branding in Singapore to promote Indonesian tourism.

From 2015 to 2016, there was a decline in the number of Singaporean tourists to Indonesia, which amounted to 1.59 million people in 2015 and 1.51 million people in 2016. According to the Tourism Marketing Coordinator for the Southeast Asia Region of the Indonesian Ministry of Tourism, Dadang Djatnika (personal communication, 11 February 2022), this was due to the somewhat strained relationship between the two countries after the forest fires in Indonesia. The weakening of environmental and natural conditions in Indonesia is also certainly an obstacle to developing the Indonesian tourism sector, which is assisted by branding efforts. According to the 2015 World Economic Forum's Travel and Tourism Competitiveness Report, Indonesia is one of the countries whose environmental conditions have not received particular attention, seeing that there are still many practices of destroying nature, such as deforestation. Therefore, it is highly recommended for Indonesia maintain bilateral relations between the two countries, not only at the government level but also with the foreign public. Another consideration of concern is the uneven distribution of infrastructure in Indonesia. This can be seen from the development of infrastructure that is still hampered, especially outside the Java and Bali islands (Indonesia Investments, 2016). In addition, most of Indonesia's destinations have not been supported by direct flights, so the prices are less competitive and make Singaporean tourists prefer to vacation in other countries because airline ticket prices are much more affordable.

Several Another thing that the government needs to pay attention to is security. Singapore gets a lot of negative news headlines about Indonesia because this country often experiences security

problems such as terrorism, natural disasters such as tsunamis and volcanic eruptions, bomb cases, etcetera. As reported by the World Economic Forum (WEF), Indonesia is in a horrible position in terms of security. This is one of the reasons why Indonesian tourism is still unable to compete with other countries as competitors, especially in the ASEAN region such as Thailand, Malaysia, and Singapore, which get more foreign tourists than Indonesia (Sanjaya et al., 2017). Therefore, security and safety are integral parts of tourism. Any manifestation of violence can potentially damage a country's image and significantly impact tourism as it can cause tourists to cancel, postpone or change their plans.

Apart from domestic issues, according to the Tourism Marketing Coordinator for the Southeast Asia Region of the Indonesian Ministry of Tourism, Dadang Djatnika (personal communication, 11 February 2022), the obstacle to Indonesia's public diplomacy in Singapore through Wonderful Indonesia is from the funding side, where the government budget is only limited, as shown in the following table.

Comparative Factors	Indonesia	Thailand	Malaysia	Singapore	Australia
Number of International Tourists (millions)	8.8	26.5	25.7	15.6	6.5
Foreign Exchange (USD millions)	10	30.6	20.4	18.8	27.1
Promotional Budget (USD million)	51.3	274	298	211.5	150.6
Promotional Budget Growth	-28%	79%	43%	-14%	24%
Tourism Gross Domestic Product (USD millions)	22	73	45.5	30.2	126.4
Promotion Budget/Inbound	USD 57	USD 8.0	USD 11.6	USD 17.8	N/A

Table 2: Comparison of Competitor Country's Promotional Budgets
 Compiled by the author based on data from the Indonesian Central Statistics Agency and Ministry of Tourism of the Republic of Indonesia Report, 2015 [Source]

From this data, it can be concluded that the number of destinations that must be promoted in Indonesia is far higher than in Singapore, Malaysia, and Thailand, so a larger budget (around USD 20/Inbound) is needed to achieve a higher number of foreign tourists. Meanwhile, Indonesia minimizes the tourism promotion budget. This, of course, can have an impact on the sustainability of the implementation of tourism promotion, where the promotion that can be done is not maximal so that the number of foreign tourist visits and foreign exchange achieved also results in minimal numbers compared to other competing countries. Furthermore, some of the disadvantages of this promotion are the size of the booths and industrial tables which are not large enough when the exhibition is held because it can only accommodate a few industries and people. Also, the area for business dealing is small and not much at the time the exhibition is held.

CONCLUSION

To increase the number of tourist visits from Singapore, Indonesia is conducting public diplomacy by utilizing Wonderful Indonesia. This public diplomacy is carried out by the Indonesian Ministry of Tourism as the main state actor, official representatives of the state as state actors, as well as

other tourism industries. Public diplomacy is carried out in the form of organizing or participating in Wonderful Indonesia at exhibitions and festivals in Singapore, holding sales missions, and the Hot Deals program in 10 priority Indonesian tourist destinations in Singapore. In addition, Indonesia also uses various media to promote Wonderful Indonesia, such as electronic media, digital media, space media, and print media.

Indonesia's public diplomacy through the promotion of Wonderful Indonesia in Singapore has proven effective in attracting more Singaporean tourists to visit Indonesia. This can be seen from the increase in the number of foreign tourist visits from Singapore to Indonesia, especially since 2017, according to data from the Indonesian Central Statistics Agency (BPS). In 2017, Indonesia managed to attract 1.55 million foreign tourists from Singapore. In 2018 with 1.76 million, and 2019 as many as 1.93 million people. This number increased from 2016 when only reached 1.51 million people, where there has been a decrease in the number of tourist visits from Singapore from the previous year, which amounted to 1.59 million people.

In addition, the promotion of Wonderful Indonesia has also won this brand various awards from the media and exhibitions or international events in Singapore. Furthermore, travel packages sold at exhibitions, sales mission programs, and hot deals in Singapore have also increased the country's foreign exchange earnings. Nevertheless, unfortunately, from the study results, it is implied that the Indonesian tourism promotion budget is minimal, so the promotional activities carried out are less than optimal. Moreover, it is unfortunate that Indonesia still needs to pay more attention to environmental and security conditions. Environmental conditions such as the uneven development of infrastructure in Indonesia, especially outside the Java and Bali islands, and security such as negative news headlines due to terrorism cases, natural disasters, bomb cases, etcetera have made tourists hesitate to visit Indonesia.

Based on the results of research on Indonesia's public diplomacy in increasing the number of tourist visits from Singapore through Wonderful Indonesia for the 2016-2019 period, the researcher suggests that the Indonesian government should focus more on improving the existing infrastructure in tourist areas and be more active in collaborating with Singapore, especially in increasing accessibility or connectivity air transportation. Furthermore, the government should pay more attention to the security and safety of the country from terrorism cases as well as natural disasters because they can potentially damage the image of a country and have a big impact on tourism which can cause tourists to cancel, postpone, or change travel plans. Lastly, the Indonesian government also needs to increase the budget for promoting Indonesia's tourism so that promotions can be carried out more intensively.

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