

DIPLOMASI SELANCAR: DAMPAK NIAS PRO DALAM STRATEGI SMART POWER INDONESIA DI KAWASAN INDO-PASIFIK

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis dampak penyelenggaraan event internasional Nias Pro terhadap wilayah Nias Selatan serta perannya dalam mendukung diplomasi Indonesia sebagai bagian dari strategi *Smart Power* di Kawasan Indo-Pasifik. Indonesia sebagai negara kepulauan strategis di antara Samudra Hindia dan Samudra Pasifik, memanfaatkan potensi Bahari melalui *sport tourism* untuk memperkuat posisi tawarnya di kancah internasional. Metode penelitian yang digunakan adalah pendekatan kualitatif eksplanatif. Data primer diperoleh melalui observasi langsung di pantai sorake. Hasil penelitian menunjukkan bahwa Nias Pro memberikan dampak signifikan pada tiga aspek utama. Ekonomi, berupa lonjakan pendapatan bagi pelaku UMKM dan pengusaha *homestay* yang meningkat selama event berlangsung, serta terciptanya lapangan kerja baru. Sosial, melalui terbentuknya jejaring internasional dan interaksi lintas budaya antara Masyarakat lokal dengan wisatawan mancanegara. Budaya, dengan diperkenalkannya identitas lokal seperti tradisi Lompat Batu (fohombo) dan tarian tradisional kepada penonton global melalui kolaborasi dengan *Word Surf League (WSL)*. Secara keseluruhan, Nias Pro merupakan manifestasi nyata diplomasi selancar yang berhasil mengintergrasikan elemen *soft power* berupa daya tarik alam dan budaya dengan *hard power* berupa dukungan kebijakan serta Pembangunan infrastruktur guna memperkuat citra positif dan posisi strategis Indonesia di Kawasan Indo-Pasifik.

Kata Kunci: *Smart Power*, Indo-Pasifik, Nias Pro, Nias Selatan,

***SURF DIPLOMACY : THE IMPACT OF NIAS PRO IN INDONESIA'S
SMART POWER STRATEGY IN THE INDO-PASIFIC REGION***

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ABSTRACT

This Research aims to analyze the impact of the Nias Pro international event on the south Nias region and its role in supporting Indonesian diplomacy as part of the smart power strategy in the Indo-Pasific region. Indonesia as a strategic archipelagic country between the Indian ocean and the pacific ocean, utilizes maritime potential through sport tourism to strengthen its bargaining position in the international arena. The research method used is an explanatory qualitative approach. Primary data was obtained through direct observation at sorake beach. The results show that Nias Pro has a significant impact on three main aspects. Economic, in the form of a surge in income for MSMEs and homestay entrepreneurs that increased during the event, as well as the creation of new jobs. Social, through the formation of international networks and crosscultural interactions between local communities and foreign tourists. Cultural, by introducing local identities such as the stone jumping (fohombo) tradition and traditional dances to a global audience through collaboration with the World Surf League (WSL). Overall, Nias Pro is a concrete manifesting of surf diplomacy that successfully integrates soft power elements in the form of natural and cultural attractions with hard power in the form of policy support and infrastructure development to strengthen Indonesia's positive image and strategic position in the Indo-Pasific region.

Keywords: Smart Power, Indo-Pasific, Nias Pro, South Nias,