

# UPAYA DIPLOMASI PUBLIK STAKEHOLDER DALAM MEMBANGUN NARASI JALUR REMPAH DI KEPULAUAN RIAU

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## ABSTRAK

penelitian ini menagnilisa upaya Diplomasi Publik Stakeholder dalam membangun narasi jalur rempah di Kepulauan Riau. Penelitian ini bertujuan untk menganalisa sejauh mana upaya diplomasi publik jalur remapah di Kepulauan Riau sebagaimana upaya meningkatkan citra positif dan mengetahui pera aktor-aktor yang terlibat dalam diplomasi publik jalur rempah di Kepulauan Riau. Agar jalur rempah lebih dikenal masyarakat baik masyarakat lokal maupun global. Peneltisn ini menggunakan metode penelitian kualitatif dengan menggunkan teori dipilomasi publik dalam menganalisis upaya stakeholder dalam membangun narasi jalur rempah di Kepulauan Ria. Dalam penelitian ini peneliti meneukan bahwa dalam membangun kembali narasi jalur rempah peran stakeholder sangat penting karena bukan hanya pemerintah tetapi juga melibat masyarakat seperti lembaga Swadaya Masyarakat, komunitas Mahasiswa dan sebagainya. Terdapat beberapa program yang dilakukan seperti Muhibah Budaya Jalur Rempah, Forum diskusi, Pameran, Perlombaan, hingga penyebarluasan informasi di beberapa media sosial agar jalur rempah lebih dikenal secara luas. Berdasarkan hasil penelitian mengenai upaya diplomasi publik stakeholder dalam membangun narasi dan citra positif Jalur Rempah khususnya di Kepulauan Riau, terdapat banyak stakeholder yang berperan dalam membangun dan meningkatkan citra positif akan tetapi di Provinsi Kepulauan Riau belum banyak pihak-pihak yang melakukan kegiatan-kegiatan terkait jalur rempah sehingga dalam membangun dan meningkatkan citra positif jalur rempah kurang mendapatkan perhatian dari masyarakat.

**Kata kunci :** pemangku kepentingan, Diplomasi Publik, Jalur Rempah

# **STAKEHOLDER PUBLIC DIPLOMACY EFFORTS IN BUILDING A NARRATIVE OF THE SPICE ROAD IN THE RIAU ISLANDS**

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## **ABSTRACT**

This research analyzes Stakeholder Public Diplomacy Efforts in building a narrative of the spice route in the Riau Islands. This research aims to analyze the extent of spice route public diplomacy efforts in the Riau Islands as an effort to improve a positive image, and determine the role of the actors involved in spice route public diplomacy in the Riau Islands. So that the Spice Route is better known to the public, both local and global. This research uses qualitative research methods using public diplomacy theory in analyzing stakeholder efforts in building a narrative of the Spice Route in the Riau Islands. In this research, researchers found that in rebuilding the spice route narrative, the role of stakeholders is very important because it is not only the government but also involving the community such as Non-Governmental Organizations, Communities, Students, and so on. There are several programs carried out such as the Spice Route Cultural Goodwill, discussion forums, exhibitions, competitions, and the dissemination of information on several social media so that the Spice Route is more widely known. Based on the results of research regarding stakeholder public diplomacy efforts in building a positive narrative and image of the Spice Route in particular In the Riau Islands, there are many stakeholders who play a role in building and improving a positive image, however in the Riau Islands Province there are not many parties who carry out activities related to the spice route so that building and improving the positive image of the spice route receives less attention from the public.

**Keywords:** Stakeholder, Public Diplomacy, Spice Route