

DIPLOMASI BUDAYA INDONESIA MELALUI JOGJA-NETPAC ASIAN FILM FESTIVAL

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Abstrak

Penelitian ini bertujuan untuk menganalisis peran Jogja-NETPAC Asian Film Festival (JAFF) dalam mendukung *nation branding* Indonesia melalui diplomasi budaya, dengan menggunakan teori proses desain *nation branding* dari Simon Anholt (2006). *Nation Branding* dalam konteks ini dipahami sebagai strategi terstruktur untuk membangun citra bangsa di mata dunia melalui enam tahapan: analisis dan *benchmarking*, penetapan identitas inti, desain arsitektur dan pesan strategis, koordinasi *multi-stakeholder*, implementasi, serta *monitoring* dan evaluasi. Metode yang digunakan dalam penelitian ini adalah deskriptif kualitatif dengan teknik pengumpulan data berupa wawancara, observasi konten dan studi dokumentasi. Hasil penelitian menunjukkan bahwa JAFF telah berperan dalam tahap kelima yaitu tahap implementasi, melalui program-program seperti *JAFF Market*, *Masterclass*, *Pitching Forum*, dan pemutaran film lintas negara yang menjadi medium diplomasi budaya Indonesia. JAFF berhasil menonjolkan nilai keberagaman, pluralisme, kesetaraan, dan kreativitas bangsa. Namun, penelitian juga menemukan bahwa JAFF belum sepenuhnya melaksanakan tahap analisis citra awal, desain arsitektur *brand*, koordinasi strategis, serta *monitoring* dan evaluasi yang terukur. JAFF belum terintegrasi dalam strategi *nation branding* nasional yang dirancang secara formal oleh pemerintah Indonesia. Hal ini menunjukkan perlunya peran aktif pemerintah untuk mengoordinasikan festival budaya seperti JAFF agar menjadi bagian dari strategi diplomasi budaya yang terstruktur, berbasis data, dan berkelanjutan.

Kata kunci : *Nation Branding*, Diplomasi Budaya, Jogja-NETPAC Asian Film Festival, *Soft Power*, Proses Desain *Nation Branding*

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Abstract

This study aims to analyze the role of the Jogja-NETPAC Asian Film Festival (JAFF) in supporting Indonesia's nation branding through cultural diplomacy, using the nation branding design process theory proposed by Simon Anholt (2006). Nation branding in this context is understood as a structured strategy to build the nation's image globally through six stages: analysis and benchmarking, core identity definition, brand architecture and strategic messaging design, multi-stakeholder coordination, implementation, and monitoring and evaluation. The method used in this research is descriptive qualitative, with data collection techniques including interviews, content observation, and document studies. The results of the study indicate that JAFF has played a role in the fifth stage, namely the implementation stage, through programs such as the JAFF Market, Masterclass, Pitching Forum, and cross-national film screenings which serve as mediums of Indonesia's cultural diplomacy. JAFF has successfully highlighted national values of diversity, pluralism, equality, and creativity. However, the study also found that JAFF has not fully carried out the stages of initial image analysis, brand architecture design, strategic coordination, or measurable monitoring and evaluation. JAFF is not yet integrated into a formal national nation branding strategy designed by the Indonesian government. This highlights the need for an active role of the government in coordinating cultural festivals such as JAFF to become part of a structured, data-based, and sustainable cultural diplomacy strategy.

Keywords: Nation Branding, Cultural Diplomacy, Jogja-NETPAC Asian Film Festival, Soft Power, Nation Branding Design Process