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Indonesia's Cultural Diplomacy Efforts through Batik in South Korea

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ABSTRACT

This research discusses Indonesia's cultural diplomacy efforts through batik in South Korea, as part of Indonesia's foreign policy. Batik, as an intangible cultural heritage recognized by UNESCO, has become an important tool to introduce Indonesian culture to the international community. Through various promotional activities, including exhibitions and collaborations with K-pop influencers, Indonesian batik has attracted the attention of the South Korean public. This research aims to analyze the strategies used by the Indonesian Embassy in Seoul in promoting batik, as well as the impact of cultural cooperation between the two countries. The research method used is descriptive qualitative, with data collection through interviews and observations. The results showed that batik diplomacy efforts not only increased awareness of Indonesian culture but also positively contributed to the economic growth and trade of batik in South Korea. This research is expected to provide deeper insights into the role of batik in bilateral relations between Indonesia and South Korea as well as batik copyright protection as part of Indonesia's cultural identity.

Keywords: Cultural Diplomacy, Batik, South Korea, Bilateral Relations

INTRODUCTION

Batik is one of Indonesia's traditional fabrics originating from the island of Java, which is a combination of art and technology by the ancestors of the Indonesian people. is a combination of art and technology by the ancestors of the Indonesian people. No wonder Indonesian batik can develop to this day which is comparable in motif/design and process. Batik motifs are very diverse from geometric, flora, figurative and fauna. Making types of batik is from stamped batik, written batik, to batik printing. In Indonesia batik has been trusted since the majapahit era and became very popular at the end of the XVIII or XIX century.

In diplomacy, Indonesian batik is an intangible cultural heritage by UNESCO and was recognized in 2009. It also shows that batik is one of the important tools to talk culture with other people in Indonesia. Indonesian representatives abroad are appointed as Indonesian batik ambassadors to promote batik to the international community. Which has become a trade commodity in Indonesia. Batik is one of Indonesia's cultural products that has become a focus for cultural recognition efforts by Indonesia through the Indonesian Embassy in Seoul, South Korea. Indonesia has introduced to the South Korean community widely since 2010 by promoting it as one of the arts worn (se-jeong, 2010) and has attracted the attention of the local community, until in 2012, the third largest destination country was controlled by South Korea after the US and Germany (detikfinance, 2014).

According to larasanty (2019), the popularity of Indonesian batik continues to increase in South Korea due to the many influencers and K-pop idols who wear batik clothes and upload them on social media, which indirectly brings Indonesian batik to audiences around the world. This can strengthen bilateral relations between Indonesia and South Korea. So that it becomes an opportunity for trade growth and economic cooperation.

This batik shows that the cooperation between Indonesia and South Korea has a positive impact on the government of Indonesia, which has increased foreign tourists by 5% from 2009-2017. for the Indonesian government which increased foreign tourists by 5% from 2009-2017. The 2019 aldiana study on Indonesia's efforts to increase the spread of culture in Korea after the 2015 joint committee meeting. The results of this study indicate that Indonesia can create a good image of South Korea by conducting direct and indirect cultural promotions. Even in the midst of the covid-19 pandemic, this success also had a positive impact on the creative industry sector, especially in the development of batik.

Thus, batik shows the richness of Indonesian culture and improves relations between the two countries. Batik diplomacy efforts have succeeded in increasing awareness and interest in Indonesian batik in South Korea towards Indonesian batik through batik exhibitions, festivals, and cultural cooperation. In addition, batik diplomacy has made a positive contribution in increasing the export of Indonesian batik in South Korea, which encourages the growth of the creative industry in Indonesia.

Furthermore, the intellectual property rights of batik in South Korea are actively protected by the Indonesian government. Indonesian government, they cooperate with the South Korean government to combat counterfeit batik products. So the Indonesian government has advocated for the protection of batik as Indonesian cultural heritage through the diplomat media. These efforts have resulted in stricter regulations and law enforcement to prevent the unauthorized use of Indonesian batik in Korea. unauthorized use of Indonesian batik in South Korea. The meaning of batik as Indonesian Cultural Heritage is contained in paragraph 40 paragraph (1) letter J of Law No. 28 of 2014 on Copyright Law which states that "batik artworks are contemporary batik motifs that are innovative, current and not traditional. (5) Law No. 28 of 2014 on Copyright which regulates Intangible Traditional Cultural Expressions.

However, copyright on Batik, which is part of EBT, is only protected by national law. International organizations such as WIPO and UNESCO consider EBTs as cultural heritage inappropriate to be registered as copyrights, and Law No 28 of 2014 on

Copyright stipulates that EBTs fall under the category of creations whose creators are unknown creator.

According to (I Nyoman Putu Budiarta, 2016) Community desires, moral obligations, and community perspectives will affect the legal certainty used as a basis for legal certainty. society's perspective will affect the legal certainty used as the basis for the rule-making process. Therefore, it is important to emphasize the classification of legal certainty, which is used as a standard in the process of making legal regulations in Indonesia. Likewise said by (Supramono, 2010.) Preventive legal protection aims to prevent the occurrence of batik copyright infringement. Legal protection described is a legal action that can be taken to protect batik copyright that has been violated.

RESEARCH METHODOLOGY

The approach used is qualitative. According to (Moleog, 2014) in book written by (Abdul Hakim, 2017) qualitative research is a naturalistic research method where researchers observe the research location with qualitative data and the research process does not use statistical mathematics. qualitative data and the research process does not use statistical mathematics. The purposeThe purpose of this research is to understand the phenomena experienced by a subject, including behavior, perceptions, motivations, actions, and behaviors. including behavior, perceptions, motivations, actions, and others. Diplomacy strategy South Korea's cultural diplomacy strategy, which is demonstrated by the advancement of its creative industries, has increased the country's tourism revenue and travel. Bilateral relations between the two countries support Indonesia's Batik diplomacy, as the openness and interest of the South Korean interest in Batik has boosted the sales of Indonesian Batik products and their penetration into the South Korean market. products and its penetration into the South Korean digital market. The long-term goal of of Indonesia's cultural diplomacy through Batik in South Korea is to transform Batik into fashion. Batik into fashion.

In this study, researchers used a descriptive qualitative method to be able to know the Law No. 28/2014 on Copyright. know Law Number 28 of 2014 concerning Copyright. Techniques data collection techniques were carried out through interviews, graphic documents, photos, video, and observation. South Korea is one of Indonesia's strategic partners that has established strong diplomatic has established strong diplomatic relations over the years. The social cultural aspects are very important in maintaining bilateral relations.

This research was conducted within 5 months, from September 2024 to January 2025. to January 2025. The research location was conducted at Seoul National University Gwanak-gu Office, South Korea. South Korea. This data was collected through interviews with local South Korean citizens.

Primary data is data in the form of verbal or words expressed orally by trusted subjects, while secondary data is data that is in the form of verbal or words expressed orally by trusted subjects. orally by trusted subjects, while secondary data is data that can enrich primary data and is obtained through documents. can enrich primary data and is obtained through graphic documents, photographs, videos, films, objects, and others (Siyoto & Siyoto, 2014). documents, photographs, videos, films, objects, and others (Siyoto & Sodik, 2015).Primary data in the form of results from interviews that researchers have conducted with actors directly involved in Indonesian Batik diplomacy efforts in South Korea. diplomacy efforts in South Korea.

Secondary data is data in the form of news articles, books, websites and official publications, video recordings, and previous studies. official publications, video recordings, and previous studies. Data data obtained will be interpreted into a narrative throughout this research. this research. In this research, numerical data is only additional evidence and is not specifically explained. and not specifically explained.

There are two types of data, namely qualitative data and quantitative data, which will be explained below. explained below. The author focuses more on skinative data in conducting the analysis. conducting the analysis.

Qualitative data are methods such as one-on-one interviews, focus groups, and observations used to collect this type of data. groups, and observation are used to collect this type of data. In statistics, the word "categorical data" refers to data that can be classified based on features and characteristics of a phenomenon or object. based on features and characteristics of a phenomenon or object.

Quantitative data is a collection of data that can be measured and counted directly as numerical variables. directly as numerical variables. So it will be displayed with graphs, images, and tables.

Furthermore, an interview is an interaction or communication that aims to gathering information through question and answer between the researcher and the individual intended to be studied. intended to be studied. With the advancement of information technology today, interviews can now be conducted without meeting in person, namely through telecommunication media. Basically, interviews are a way to get information about the research subject. or is a process of proving information or information that has been obtained through the process of proving information or information that has been obtained through other approaches. other approaches. Since it is a process of corroboration, the results of the interview may be the same or different from previous information. different from the previous information. What are the stages to go through for an effective interview are as follows: introduce yourself, explain the reason for coming, explain the topic of the interview, and asking questions (Yunus, 2010: 358).

Observations include activities, events, happenings, objects, conditions or certain atmosphere, and a person's emotional feelings. Conducted to get escription of an event or event directly to answer the research question. research questions. Bundin (2007: 115-117) states that there are three types of observation observation: participation, unstructured, and group. Here is the explanation: 1) Participant observation, also known as participant observation, is a technique of data data collection technique that allows researchers to collect data through observation and sensing of informants' daily activities. 2) Unstructured observation Unstructured observation is an observation conducted without an observation guideline, so that researchers change their findings based on progress in the field. researchers change their findings based on progress in the field. 3) Group observation refers to observations made by a group of research team on a research topic.

In addition, qualitative methods were used in the data analysis to assess the data collected. In this process, patterns or themes that emerged from the literature and interviews were coded, and then the interviews are coded, and then data processing to understand the context and strengthen cultural diplomacy through Batik. strengthen cultural diplomacy through Batik. Data triangulation ensures consistency and accuracy by comparing data from different sources to verify the findings. verify the findings. The results of the analysis are organized into a clear narrative that includes the main findings

and discussion on the impact of Batik cultural diplomacy in Korea. includes the main findings and discussion on the impact of Batik cultural diplomacy in South Korea. South Korea. Finally, the conclusion is drawn by pointing out the role of Batik diplomacy in strengthening the bilateral relations between Indonesia and South Korea and its impact on diplomacy in strengthening Indonesia-South Korea bilateral relations and its impact on the Indonesian creative industry. Indonesia's creative industry. This method provides a better understanding of how effective cultural diplomacy is in the context of international relations.

To determine the validity of the data, this research uses several steps that need to be done:

1. Data Sources: Ensure that the data in the research on South Koreans' interest in interest in Indonesian batik comes from credible sources, such as direct observation, interviews with locals, and literature studies. 2. Methodology: The research uses a qualitative method with a phenomenological approach, which is suitable for understanding individuals' perceptions and experiences of batik. 3. Triangulation: Collecting data with various methods, such as interviews, observations, and literature, can increase the validity of the research results. 4. Data Analysis: Collecting data in a systematic and transparent data collection allows other researchers to replicate this research.

RESULTS AND DISCUSSIONS

Cultural diplomacy (cultural diplomacy) is one part of public diplomacy, where people introduce the culture of a particular country to other countries. diplomacy, where people introduce the culture of a particular country to other countries to increase trust and familiarity with each other. The term "cultural diplomacy" to achieve national goals in international politics, this type of diplomacy uses soft power. utilizes the power of soft power. Cultural diplomacy is conducted through entertainment media such as music, movies, festivals and literature. Cultural diplomacy is carried out through student exchange programs and foreign language courses. International sports such as the Olympics and the World Cup have always been a tool for host countries to talk about the culture of others.

One definition of cultural diplomacy is "the exchange of ideas, information, art, language, other aspects of culture among nations and peoples with the aim of strengthening mutual understanding" (Waller, 2009: 74). However, there is another definition for cultural diplomacy. It is a course of action based on the exchange of ideas, values, traditions, other aspects of culture or identity, traditions, other aspects of culture or identity, whether to strengthen relations, advance socio-cultural cooperation, promote national interests. Diplomacy and foreign policy are interrelated. One way to make policy and decisions is through diplomacy (White 1997, 257). Thus, cultural diplomacy can assist foreign policy through the ability to influence audiences abroad.

Scott-Smith (2016) has listed eight reasons for cultural diplomacy: talking and build trust with other countries; seek cultural and political recognition; seeking economic gain; enhancing national cultural image and reputation; generating prejudice and antagonism; dispelling negative understandings of national culture; and encouraging future cooperation. national culture; and encouraging future cooperation. Cultural Diplomacy

aims to build a national identity in the eyes of other countries that will make it easier for the country to establish foreign cooperation. make it easier for the country to establish foreign cooperation. After World War II ended, cultural diplomacy became more popular as countries involved in the war wanted to improve their image in the eyes of the international community.

Based on the study results presented clearly by Mr. Joannes Ekaprasetya Tandjung as Minister Counselor in the capacity of Coordinator of Function Creative Economy and Public Diplomacy at the Indonesian Embassy in Seoul (2022), the sentiment of the Korean people towards Indonesian batik is very strong and touching. Koreans' sentiment towards Indonesian batik is very strong and heartfelt. Reflecting MSMEs Indonesian MSMEs in the Korean digital market are sold at very low prices because the target market is students and masters. market is students and masters, so the younger generation is more familiar with products from the mass production industry. Made with respect for craftsmanship, which is in line with Indonesian culture.

According to Deputy Minister of Tourism and Creative Economy (Wamenparekraf) Angela Tonoesoedibjo, UNESCO has recognized batik as an intangible cultural heritage since 2009. Batik is an important tool to communicate about culture. "And most importantly main, batik is the identity of the Indonesian nation so that batik is a very neat cultural diplomacy tool, said the Deputy Minister of Tourism and Creative Economy (29/5/2023)." Angela said in a webinar titled "The Role of Women Exploration in Spatial Planning and a Piece of Batik" that batik has helped more than 3,000 MSMEs survive. Showing that batik really helps improve the economy.

Furthermore, batik business development is not only in the form of selling cloth, but can be created into various types of clothing, jackets, bags, and accessories such as tablecloths, blankets, etc. This definitely adds value to the batik industry. This definitely adds value to the batik industry. Not only that, batik activities can also become attractions and tourist attractions that attract tourists. One example is Giriloyo Batik Tourism Village in Bantul, Yogyakarta, which attracts almost 4,000 tourists every month. month attracts almost 4,000 tourists from abroad and domestic tourists.

Therefore, according to Fan (2008), whether a country's unique cultural products function as soft power depends on how they are used. serve as soft power depends on how they are promoted globally. promoted at the global level. In a 2019 interview with Foreign Minister Foreign Minister Retno Marsudi, which was published in the book Dasawara Diplomasi Batik, she stated that Indonesian batik is an important tool in batik diplomacy. stated that Indonesian batik is an important tool in Indonesia's soft power diplomacy. diplomacy. Diplomats are appointed as ambassadors of Indonesian batik to continue to carry out batik diplomacy abroad. The internationalization of Indonesian Batik, especially in South Korea, is carried out through cultural diplomacy tools. South Korea is carried out through cultural diplomacy tools such as batik cultural exhibitions, educational programs, in the form of classes and workshops on Batik, broadcasting in the South Korean mass media about batik, and giving gifts in the form of Batik clothing to the government and South Korean public figures can serve as a means to increase Indonesia's soft power.

Based on the information obtained from selected sources that have the potential to credible answers, business strategies that can become business opportunities for the company. Obtained through several selected sources that have the potential to provide credible answers, strategic business can be a business opportunity for the company.

company. The results of the identification of strategy-process strategies obtained from interviews are as follows:

1. Organize an art exhibition in one of South Korea's museums or hold a collaboration with a certain brand that has been chosen to have a good name and a good reputation. collaboration with a particular brand that has been chosen to have a good name and is well known in the community with the theme of batik.
2. Creating a one-day batik class in Indonesia for tourists. The goal is for tourists who tourists who come to Indonesia get an exposure experience about Indonesian culture directly.
3. Creating a Pop-Up Store in South Korea with the theme of Indonesian batik. This strategy aims to increase South Koreans' interest in Indonesian batik and create a sense of FOMO. Indonesian batik and create a sense of FOMO, because the Pop-Up Store concept can only last for a certain period of time. concept can only take place for a certain period of time.
4. Collaborate with international brands and local South Korean brands with the theme of Indonesian batik. the theme of Indonesian batik so that local South Koreans get exposure and insight related to batik and also the culture of South Korea. exposure and insight related to batik and also Indonesian culture indirectly.
5. Create merchandise or souvenirs that have a batik theme but use materials that are ecofriendly and can be used daily. materials that are eco-friendly and can be used for daily use. Such as totebags, paperbag, reusable cup, and so on that have batik motifs on the product.
6. Take advantage of government programs and international trade agreements in the form of AK-FTA and IK-CE. utilizing government programs and international trade agreements in the form of AK-FTA and IK-CEPA to be able to expand to South Korea.

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