

Humanitarian Diplomacy for Indonesian Public Diplomacy in South East Asia

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<i>Info Artikel</i>	<i>Abstract</i>
<p><i>Received: 30/06/2020</i> <i>Revised: 03/07/2020</i> <i>Accepted:</i> <i>25/08/2020</i></p> <p>Keywords: foreign policy, humanitarian diplomacy, public diplomacy.</p>	<p>Human values continue to experience developments in the dynamics of the international community. Indonesia is a country that has a concern for these human values. Many Indonesian diplomacy activities were carried out on the basis of human values, such as in the humanitarian diplomacy scheme. This study aims to look at the relationship between humanitarian diplomacy and Indonesian public diplomacy, especially in Southeast Asia. The method used in this research was descriptive qualitative with a literature study approach. The results showed that there was a positive contribution from the implementation of humanitarian diplomacy towards Indonesian public diplomacy. This positive value is seen from the presence of the governments of the countries in the Southeast Asia region towards Indonesia's foreign policy.</p>
<p>Kata Kunci: diplomasi kemanusiaan, diplomasi publik, kebijakan luar negeri.</p> <p>P-ISSN: 1412-310x E-ISSN: 2656-3797</p>	<p>Abstrak</p> <p><i>Dalam dinamika masyarakat internasional, nilai kemanusiaan terus mengalami perkembangan. Indonesia termasuk negara yang memiliki perhatian terhadap nilai-nilai kemanusiaan ini. Banyak kegiatan diplomasi Indonesia yang dijalankan dengan landasan nilai kemanusiaan, tepatnya dalam skema diplomasi kemanusiaan. Penelitian ini bertujuan untuk melihat relasi antara diplomasi kemanusiaan terhadap diplomasi publik Indonesia, terutama di Asia Tenggara. Metode yang digunakan dalam penelitian adalah deskriptif kualitatif dengan pendekatan studi kepustakaan. Hasil penelitian menunjukkan bahwa terdapat kontribusi positif dari pelaksanaan diplomasi kemanusiaan terhadap diplomasi publik Indonesia. Nilai positif ini dilihat dari adanya pemerintah negara negara di kawasan Asia Tenggara terhadap Kebijakan luar negeri Indonesia</i></p>

INTRODUCTION

INTRODUCTION

Humanitarian issue is the one never disappearing from international society. Humanitarian value appears not only when the world face war and peace problem. More than that, humanitarian value has extended into basic values in all aspects of human life. In international relation dynamic, humanitarian issue often appears as the material in both bilateral and multilateral cooperation, and likewise in international conflict. Humanitarian issue can also appear in the form of humanitarian crisis, likely occurring in all states and regions, in diverse forms.

To Indonesia, humanitarian diplomacy is an important part of Indonesian foreign policy emphasizing on peace and humanitarian as its priority. Special attention to humanitarian diplomacy in Indonesia is also indicated with the organization of *Regional Conference on Humanitarian Assistance* activities in Jakarta on August 8, 2019. This activity is attended by the representatives of 17 states, 5 international organizations, and 17 non-government organizations in humanitarian areas. This meeting becomes a milestone to Indonesian humanitarian diplomacy, because its organization is initiated by Indonesia. Thus, this activity also indicated Indonesia's intention to be the leader of humanitarian diplomacy.

The manifestation of humanitarian diplomacy is also affected by modern diplomacy development. The more intense interaction between international communities and the stronger democratization give the public a broader space to contribute to the process of developing public policy. International public's broad opinion encourages nearly all state in the world attempts to reinforce the *nation branding* through its public diplomacy. The objective is to acquire support from international public opinion to many policies to achieve its national interest. Some studies show that there is a strong effect of nation branding on public policy or the target of achieving a state's interest¹ Recognizing "how is the relationship between humanitarian diplomacy and public diplomacy" is important. As such, a description can be obtained related to the effect of humanitarian diplomacy on public diplomacy. It encourages the determination of appropriate strategic measure related to the attempt of improving Indonesian humanitarian diplomacy. This research attempts to elaborate how the positive value contribution of humanitarian diplomacy is to Indonesian public diplomacy, by focusing on South East Asia. Indonesia as a part of South East Asian region puts this region to be one of public diplomacy's targets. Human diplomacy activity has been conducted widely in South East Asian region. Taking this region as the location of research will give a clear description on Indonesia's measures related to humanitarian diplomacy and public diplomacy as the part of research study.

CONCEPTUAL APPROACH

Humanitarian becomes international value since before World War II. Previously, individuals were not considered as having rights according to international law, so that human beings were viewed as the object rather than the subject of international law² This conception will eventually bring out a concept stating that individuals are fully under the state's right and responsibility as the owner of jurisdiction where they stay. It means the authority of international community is very limited to the participation in humanitarian crisis-related matter and human right infringement occurring in a state.

However, along with the development of international law, an idea arises to protect many human groups vulnerable to human right infringement. This international confirms the universal consciousness of humanitarian values. It is believed that every human being obligatorily protects humanitarian values. Moreover, humanitarian crisis keep occurring in human life dynamic. Humanitarian crisis has been the part of human life throughout world. Humanitarian crisis can result from such activities as war, natural disaster, and even social-economic and cultural activity. Humanitarian problem may occur in all states with any politics.

1 Sri Utami dan Gaffar Vanessa, "Pengaruh Strategi Nation Branding 'Wonderful Indonesia' terhadap Proses Keputusan Berkunjung Wisatawan Australia ke Indonesia", *Tourism and Hospitality Essentials (THE) Journal*, Vol.IV No. 1, 2014 – 693; Regina Oktaria Edithania, "Pengaruh Nation Branding "Pesona Indonesia" Terhadap Minat Berkunjung Wisatawan Nusantara (Survei Pada Pengikut Instagram @pesonaid_travel)", *Kompetensi - Jurnal Manajemen Bisnis*, VOL. 13, NO. 1, JANUARY - JUNE 2018; Steffi Priani Sugi dan Astia Putri, "Pengaruh Nation Branding "Pesona Indonesia" Terhadap Preferensi Tujuan Wisata Masyarakat Kota Bandung", *Jurnal Akuntansi Maranatha*, Vol. 11 No. 1, May 2019, pp 61 – 76, ISSN 2085-8698 | e-ISSN 2598-4977

2 Rudi M. Rizki, 2007, *Pokok-Pokok Hukum Hak Asasi Manusia Internasional*, Jakarta: Seri Bahan Bacaan Kursus HAM, Lembaga Studi dan Advokas Masyarakat, p.4

The world community is currently moving into globalization phase, as characterized with: obscured cross-state geographical border, and improved and intensive information, product, and service exchanges between states. This condition also affects the humanitarian values believed in. Humanitarian value no longer prevails in area by area, but it does universally. Standard humanitarian value also affects international relationship and foreign policy direction and political policies in all states throughout world.

Antonio De Lauri (2018) explained that “...*Humanitarian diplomacy is persuading decision makers and opinion leaders to act, at all times, in the interests of vulnerable people, and with full respect for fundamental humanitarian principles.*” The statement clearly shows that humanitarian diplomacy is the diplomatic activity response to humanitarian norms becoming global value.

Conventionally, diplomacy is conducted to achieve national interest, to fulfill and to cater on the state interest. Meanwhile, humanitarian diplomacy is conducted based on the state’s appreciation on universal humanitarian value, and for mankind’s universal interest.

Minear and Smith argued that humanitarian diplomacy is a diplomatic attempt aiming to access a group, community, or society amid the crisis endangering humanitarian value³. In coping with the crisis, humanitarian diplomacy can be conducted through some breakthroughs according to abnormal situation and condition. This humanitarian diplomacy is usually related to a case; thereby it is not conducted along the time as it is contemporary in nature, unlike conventional diplomacy.

In its implementation, humanitarian diplomacy has distinctive characteristics, usually focusing on negotiating the access to community or individuals in a state with sovereignty and right to its jurisdiction. Inter-Agency Standing Committee (IASC), as the institution coordinating UN’s organizations with a variety of world’s humanitarian institution, determines four parameters of successful humanitarian diplomacy, as follows: (1) the commitment of state policy makers and leaders to prioritizing the community’s interest vulnerable to crisis effect; (2) broader access to humanitarian, (3) strong understanding in mobilizing resource, and (4) facilitation of partnership to the community affected⁴

In globalization era, access to information is opened more widely. In individual members of community, public opinion is more important and takes a part in making public policy in many sectors. Information mastery gives the broader society self-confidence to voice its interest and opinion to influence the state’s policy in many issues, including bilateral and multilateral issues. Both domestic and foreign policies are more accessible. This condition then encourages the development of public diplomacy. The term public diplomacy was used firstly by The London Times media on January 1856 to criticize President Franklin Pierce’s policy and to encourage him to explain his policy to the public⁵. Through public diplomacy, public can be managed positively to give positive response and feedback to all policies. In international political development, the public plays bigger role in a state’s foreign political and policy, through public opinion. Even if one time public opinion and response are different from government’s attitude to a certain issue, the credibility of corresponding government can be highly impaired before international community’s eyes.

Along with the development of information and communication technology, the role of international public opinion becomes very important. A state’s branding or image in international community highly affects the successful foreign political policy and the national interest achievement of a state in many sectors. Therefore, public diplomacy is very important as it affects international public opinion and affects international public behavior.

Humanitarian values and norms have been universal values. The compatibility of a state’s attitude, response, and policy to humanitarian crisis occurring in some hemispheres and becoming global issue attracts international community’s attention and affects the state’s image. It is this concept that underlies this research’s idea. Humanitarian diplomacy conducted in Indonesia related to humanitarian crisis is considered as potentially affecting public diplomacy undertaken in Indonesia.

3. Larry Minear and Hazel Smith, 2007, *Humanitarian Diplomacy: Practitioners and Their Craft*, Tokyo: United Nations University Press. p.8.

4. Anisa Gita Srikandini, “Diplomasi Kemanusiaan Indonesia di Myanmar”, ‘OPINI’, *Harian Kompas*, Edition September 8th 2017. p.7.

5. Tonny Dian Effendi, “Diplomasi Publik Sebagai Pendukung Hubungan Indonesia-Malaysia”, *Jurnal Ilmiah Hubungan Internasional*, Vol. 9, Issue 1, 2013, p.49

PROBLEMS

The author has identified some core problems based on the background of the research above which is how the implementation of humanitarian diplomacy in Indonesia?

RESEARCH METHODS

The type of research in this paper is normative legal research. Normative legal research is a research done by reviewing the laws and regulations that apply to a specific legal issue.

According to Peter Mahmud Marzuki, object in the research of law is an intrinsic legal condition, in example law as a legal system of values and social norms. The result to be achieved in the research of law is to provide prescriptions about what should ⁶ Normative legal research is the research of law as the objects are legislations and other documents library materials. Therefore, the normative research is often referred to as the doctrinal research ⁷.

DISCUSSION

Humanitarian diplomacy gets distinctive attention in Indonesian diplomacy scheme. It is line with Indonesia's Minister of Foreign Affairs, Retno Marsudi, stating on December 19, 2018 that to Indonesia, implementing humanitarian diplomacy is to implement the mandate of constitution. She also confirmed that the utilization of public diplomacy as Indonesia's foreign political instrument is useful to embody Indonesia's leadership and support to global attempt of preventing and coping with humanitarian crisis in order to bring the world's safety and peace into reality

Commitment to and experience with human diplomacy have been existing since Indonesia's establishment in 1945. In this last decade, the performance of Indonesian humanitarian diplomacy is getting stronger, among others, when Indonesia participated actively in dealing with humanitarian crisis in Myanmar. The Rohingya refugee problem or case in 2017 indicates Indonesia's existence and attention to human diplomacy. Previously, Indonesia also participated in the humanitarian activity of coping with the effect of Nagris typhoon disaster.

Humanitarian crisis in Myanmar is a long crisis encountered by Rohingya ethnic. Some incidences in contradiction with humanitarian values like discrimination and violence occurs in long period of time against Rohingya ethnic in Myanmar. Basic rights included in *Universal Declaration of Human Rights*, the UN's constitutive document becoming the standard of humanitarian value acceptable to global communities, have been broken. The point broken is, among others, the Article 3 stating that *Every one has the right to life, liberty, and security of person*, followed with Article 5 stating that *No one shall be subjected to torture or to cruel, inhuman or degrading treatment or punishment*. In 1968, in International Conference on Human Rights, UN stated that all member of international community should obligatorily its enactment to everyone

Indonesia followed this news coverage related to humanitarian issue in Myanmar. Within one month, August-September 2017, BBC Indonesia reported the refugee wave reaching 123,000 people. This crisis then attracted International community's attention broadly. To Indonesia, this crisis becomes a challenge to its humanitarian diplomacy impacting the political, security, economic, and social conditions.

This condition also encouraged Indonesia to attempt to participate in the crisis resolution. Even, Minister of Foreign Affairs, Retno Lestari Priansari, stated that Indonesia is the first country in the world to take a part available and to participate in the attempt of resolving humanitarian crisis in Rakine, Myanmar. To Indonesia, the two prominent approaches in Indonesian diplomacy are: peace and humanitarian diplomacies ⁹ It indicates that Indonesia exerted full effort to this diplomacy. Nevertheless, this attempt did not always run smoothly.

In implementing humanitarian diplomacy in Myanmar, Indonesia deals with such constraints as organizational constraint because Indonesia and Myanmar are affiliated with ASEAN organization, one fundamental principle of which is "ASEAN Way".

⁶ Peter Mahmud Marzuki, *Penelitian Hukum*, Kencana, Jakarta, 2005, pg 89.

⁷ Soerjono and H. Abdurahman, *Metode Penelitian Hukum*, Rineka Cipta, Jakarta, 2003, pg. 56.

⁸ Yuni Arisandy Sinaga, December 19th, 2018, "Diplomasi kemanusiaan - perdamaian-prioritas-kebijakan-luar-negeri", Available on website: <https://www.antaranews.com/berita/779401/diplomasi-kemanusiaan-perdamaian-prioritas-kebijakan-luar-negeri>, Accessed on June 22nd, 2020.

⁹ Ardli Johan Kusuma, "Strategi Diplomasi Kemanusiaan Pemerintah Indonesia Dalam Kasus Krisis Kemanusiaan Yang Dialami Etnis Rohingya Di Myanmar Tahun 2017", *MANDALA Jurnal Ilmu Hubungan Internasional*, Vol. 2 No. 2, December 2019. DOI: 10.33822/jm.v2i2.1322, p.155

ASEAN Way emphasizes on the respect to sovereignty and no other member state's intervention with the domestic affairs of fellow member states of ASEAN. It, of course, restricts Indonesia's moving space, as it can be considered as intervening with Myanmar's affairs or sovereignty. Another constraint encountered is Myanmar government's stipulation stating that the party wanting to help Rohingya ethnic should get Myanmar Government's approval¹⁰

Indonesia also attempts to package diplomacy by emphasizing on security and friendship approach to Myanmar government. Indonesia attempts to undertake humanitarian diplomacy with peace channel. Eventually, considering the requirement that the humanitarian help to be given in cooperation with Myanmar's social organization, Indonesian government established *Aliansi Kemanusiaan Indonesia untuk Myanmar* (AKIM or Indonesian Humanitarian Alliance for Myanmar) consisting of 11 humanitarian institutions in Indonesia. Through AKIM, Indonesian humanitarian diplomacy can give help and reach the victim of humanitarian crisis in Rakine.

Indonesian government sees that a variety of humanitarian diplomacy activities conducted by Indonesia are appreciated broadly by international community. It pertains to public opinion or image of Indonesian government. President Jokowi suggested the importance of positive public opinion's effect, either domestic public or international public. President stated "...Indonesian people expect their diplomats to be able to fight for Indonesia's interest. Therefore, our diplomacy new approach should be adjusted continuously with the existing challenge of time. It is a quick and responsive diplomacy". This statement implicitly shows that the President realizes the importance of public opinion to Indonesian foreign policy process. It is here that Indonesian public diplomacy has significant relationship to the performance of humanitarian diplomacy.

The achievement of Indonesian humanitarian diplomacy then impacts on the improved public trust nationally, regionally, and globally, seeing the quality of Indonesian diplomacy. The involvement of non-governmental organization (Humanitarian NGO) in humanitarian diplomacy also contributes to Indonesian public diplomacy. It indicates the positive contribution of human diplomacy undertaken by Indonesia to public diplomacy. It can also improve Indonesia's image branding on International public's eyes.

CONCLUSION

Indonesia has organized humanitarian diplomacy for Indonesian public diplomacy in South East Asia. Many humanitarian diplomacy measures having been taken are considered as contributing positive value and supporting Indonesian public diplomacy activity. Diplomacy undertaken cautiously and as targeted, can improve Indonesia's image branding on international public's eyes. Thus, it can be concluded that the implementation of humanitarian diplomacy contributes positively to Indonesian public diplomacy. Indonesian humanitarian and peace diplomacies are appreciated by international community. This humanitarian diplomacy can be stated as having giving positive image that will create positive opinion in national, regional, and global publics. This effectiveness of Indonesian humanitarian diplomacy later impacts effectively the public diplomacy as Indonesia's foreign political instrument.

SUGGESTION

Based on the result of research conducted by the uthor, the researcher gives some reccomendations regarding to the title of this research, as follows:

1. Indonesia has to strengthen the implementation of humanitarian diplomacy;
2. Indonesia needs more researches regarding humanitarian diplomacy.

¹⁰ *Ibid*, p.162

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