



## **Implementation Of Indonesian Cultural Diplomacy In Hungary: Case Study Of IISMA Scholarship Recipients Of UPN Veteran East Java Students At University Of Szeged In 2023**

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### **ABSTRACT**

Cultural diplomacy is an effective way to establish cooperation between countries, one of which is through education. IISMA is a program by the Indonesian Government in carrying out cultural diplomacy with other countries. A country that has established relations with Indonesia for a long time in various sectors including education is Hungary. Therefore, this paper aims to analyze the implementation of cultural diplomacy at the University of Szeged, Hungary through IISMA awardees of UPN “Veteran” East Java as an actor of diplomacy. This research uses descriptive qualitative method with awardee interview methodology and evidence collection through journals, official news, as well as official social media of IISMA University of Szeged, Hungary. The results show that cultural diplomacy at the University of Szeged occurs with the support of the ADHIKARA program which has fulfilled three indicators; information, art, and culture. This indicator is found through the performance of the archipelago character drama, the introduction of batik, and the interaction from local and international students with IISMA awardees.

**Keywords:** *Cultural Diplomacy, IISMA, Information, Art, Culture.*

### **INTRODUCTION**

The development and progress of the times have widened to open national boundaries and connect other regions or areas into a tangle of cooperation aimed at achieving political urgency with each other. Since Indonesia's independence in 1945, Indonesia has had many diplomatic relations with various countries in the world. Indonesia has opened wide the existing barriers and established so many bilateral to regional cooperation that has made Indonesia grow rapidly in various sectors. Diplomacy is now not only about economy, technology, or infrastructure. But it also extends to the fields of education and culture. The form of diplomacy carried out can be seen when Indonesia sends its best delegates to study in countries that have established cooperation. This program has been inaugurated by the Ministry of Education, Culture, Research and Technology (Kemendikbud Ristek) in 2021, under the name Indonesia International Mobility Awards (IISMA). Quoting from Kemendikbud Ristek's own news channel, since it was first run, IISMA has sent thousands of awardees to 14 countries with a total of 29 host universities. One of the most popular IISMA destinations is in Europe, including Hungary (Firman, 2024).

Hungary, which is located in central Europe, is one of the countries in Europe that has many historical sites and also high quality education. Referring to the OECDi Library (OECDi

Library, 2023.), the quality of education in Hungary is considered very good. This is seen from the socio-economic aspects that support the quality of the education, so that international student mobility reaches 35,000 individuals. Hungary also supports the anti-gender inequalities movement in education. This is evidenced by the data, that tertiary education with science, scientific, and engineering fields of study are also filled by women, and they fill 20% of these various fields. Therefore, Hungary was chosen as one of the main destinations for Indonesian students to study with the IISMA scholarship, this is evidenced by the data presented by the IISMA KEMENDIKBUD website in 2023 (IISMA, 2024.), with 472 applicants from all over Indonesia, but only 39 students were selected as awardees to represent Indonesia in Hungary.

Through the IISMA program, students can become agents of diplomacy through cross- border education. The IISMA program run by students is able to have a good impact on the spread of Indonesian culture to foreign countries. This statement is supported by a statement from the Indonesian Ambassador to the UK and Republic of Ireland quoted from the KEMENDIKBUD website. He stated that "Introducing Indonesia to Campuses through Various Cultural Activities is a form of Effective Diplomacy." (TIM MBKM KEMENDIKBUD & Vicka, 2022). Coupled with the statement of acting Director General of Higher Education, Research and Technology, Nizam, who said that 'Awardee Students will play an important role as Ambassadors of the Nation to Introduce the Nation's Noble Values.' (Doddy, 2023) So the author concludes that IISMA awardees will be the main actors of cultural diplomacy. The author also chooses Hungary as the main locus in this research, because of the various positive aspects described above and also Hungary which is known as a country with good quality education. So that the author determines the Implementation of cultural diplomacy in the IISMA program in Hungary as the main focus in this research. This is due to the author's curiosity about the implementation of cultural diplomacy by awardees in Hungary.

Based on the background that the author described earlier, the problem formulation of this research is: "How is the Implementation of Indonesian Cultural Diplomacy in Hungary through Scholarship Recipients of Indonesian International Student Mobility Awards (IISMA) UPN “Veteran” East Java Students at the University of Szeged in 2023?" From the formulation of the problem, the author sets limits in the research, namely the locus and year of research. The locus limitation of this research is at the University of Szeged and the year limitation of this research is only in 2023.

Before analyzing the implementation of cultural diplomacy through the IISMA program, the author conducts a literature review with the aim of reviewing previous literature that has relevance to this research. In recent decades, various efforts to conduct cultural diplomacy have often been made to build a country's good perception and image. One example, the author found a study entitled Cultural diplomacy and cooperation in ASEAN: The role of arts and culture festivals (OCON, 2021) This study explains that cultural events such as arts and culture festivals can increase the cohesiveness of relations between countries in ASEAN. As for other research that strengthens the author's opinion, the work of (Bernadette S, 2022) with the title 'Music Matters: Indonesia's Cultural Diplomacy towards Countries in the Pacific Region Through 'the Symphony of Friendship' in New Zealand'. This research explains that an event based on art and cultural aspects can strengthen and build bonds of friendship between countries in the Asia Pacific and Indonesia. The latest literature found by the author, and similar to this research is the Implementation of Educational Diplomacy and Cultural Diplomacy through the Indonesian International Student Mobility Awards (IISMA) Program by (Kristiana C, 2023). The author finds that IISMA can be a means to improve nation

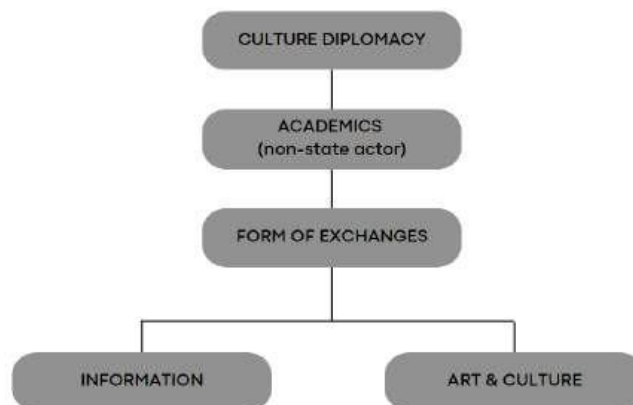
branding. This improvement is carried out by non-state actors, namely students (awardees). However, the literature only explains the Cultural Diplomacy carried out by IISMA awardees in general, there is no detailed explanation of where the activity took place. On the other hand, the author did not find similar literature that uses the theory of Cultural Diplomacy proposed by Simon Mark. Thus, a research gap was found, namely the lack of implementation of these theories and concepts in other case studies. In addition, the lack of specification in the research locus of IISMA implementation activities at the University of Szeged will be the main focus of the author.

## METHODS

Milton Cumming defines cultural diplomacy as a form of exchanging ideas, information and various aspects related to culture to expand a deeper understanding (Mark S, 2009). Cultural diplomacy encompasses a wider scope to involve various other participants, such as artists and singers to promote their art. In addition, some aspects of the country's culture will be introduced such as language or the exchange of individuals or groups that are mostly academics.

Information itself in the context of cultural diplomacy is a way or activity of a group of people from different backgrounds to exchange ideas about intercultural relations, as well as media as a result of new forms of social, political and economic realities. Therefore, cultural diplomacy activities can easily occur even with just a light conversation about culture. Simon Mark explains that there is no clear agreement in describing what the definition of 'culture' is, this is because culture is such a broad and diverse context. Traditionally, according to Simon Mark, the meaning of culture in cultural diplomacy refers to "high culture" such as painting, dance, and literature.

In cultural diplomacy, the actors working in the current era are growing. In addition to state actors, there are non-state actors. Diplomacy in a new form increasingly opens up opportunities for most non-state actors to participate. The term non-state actor is a superordinate concept that includes all actors in international relations who are not states. It consists of individuals in international relations as well as entities that include a large number of organisations and institutions at the global, regional, subregional, and also local levels (Wagner, 2013).



**Image 1 Synthesis of Thought Chart**

In this research, the method used by the author is descriptive qualitative writing which focuses on observing a phenomenon in depth and then describing it according to the situation observed by the author (Purbantina & Perbawani, 2023). The research requires various supporting data

such as primary data obtained through interviews with sources who are directly involved in the Indonesian International Mobility Awards Student (IISMA) program and reports from the government website directly. Then there is secondary data from various collections of literature such as journals, news portals, and other literature sources.

In this research, the author focuses on analysis with the subject of students of the National Development University "Veteran" East Java as IISMA awardees acting as actors of cultural diplomacy. The focus is set from cultural diplomacy in the form of information, art and cultural indicators. Information indicators include the exchange of information between awardees who are Indonesian citizens and international students, the information is in the form of things about the country that cover all aspects represented by these actors. Art and culture indicators contain two-way exchanges about things created by humans or a group. The data collection technique used by the author for this research is Interview. According to Susan Stainback, interviews are used to understand participants or respondents more deeply to interpret a thing or phenomenon (Sugiyono, 2013). The interview technique used by the author is a structured interview. According to Sugiyono, structured interview is a technique that previously prepared written questions to participants as research instruments (Sugiyono, 2013).

In this study, a qualitative approach was used to analyze data related to the implementation of Indonesian cultural diplomacy in Hungary. Qualitative research provides an opportunity to gain an in-depth understanding of the experiences, perceptions and impacts of Indonesian cultural diplomacy from the perspective of the research subjects (Sugiyono, 2013). The approach involved the use of various data analysis techniques, including content analysis to investigate documents related to Indonesian cultural diplomacy and interviews with scholarship recipients to identify emerging patterns and themes. In addition, narrative analysis was used to explore the scholarship recipients' stories and experiences, while theme analysis helped to identify key themes emerging from the qualitative data (Sugiyono, 2013). This combination of analysis techniques is expected to provide a comprehensive understanding of the implementation of Indonesia's cultural diplomacy in Hungary through the perspectives of IISMA scholarship students.

## **RESULT AND DISCUSSION**

### **Implementation of Information In IISMA Scholarship Program**

Cultural diplomacy involves a wide variety of actors who participate in spreading the diplomatic mission. Examples that can be taken are artists, singers, and individual or group exchanges. Based on the author's observation, there are two programs brought by the scholarship awardees as a medium to present information about Indonesian culture as a form of cultural diplomacy. The program is a batik challenge issued to commemorate the national batik day and the "HEROES" program launched to commemorate the hero's day. The batik challenge program at the University of Szeged in 2023 drew the theme "SZEDAP" which is an abbreviation of the phrase 'Szeged Indonesian Eating Party' and has the translation of 'Indonesian Food Party in Szeged' in Indonesian, and in the program implemented by IISMA awardees in Hungary, the event was opened by singing the Indonesian national anthem "Indonesia Raya" as a form of introducing information about the identity of the Indonesian nation. Then, the activity continued with an opening speech by the Head of the Information, Social and Cultural Department of the Embassy of the Republic of Indonesia (KBRI) in Hungary who explained to the public about batik as a distinctive identity owned by Indonesia. So that the author can analyze

that the event shows evidence of exposure to information about the originality of batik art as a unique characteristic of Indonesia. So the author can be analyzed that the event shows evidence of information exposure regarding the originality of batik art as a unique characteristic. In the introduction, IISMA awardees not only showed but also wore and exhibited a variety of batik typical of the archipelago.



(Source: <https://www.instagram.com/iisma.szeged?igsh=MXF2ajByaTdkeXd4NA==>)



(Source : <https://www.instagram.com/iisma.szeged?igsh=MXF2ajByaTdkeXd4NA==>)

Furthermore, there was an introduction of Indonesian specialties that had been served which aimed to present information about local Indonesian food. Various types of food have been presented by the awardees, the types of food are soto ayam, fried rice, bakwan, martabak, chicken rendang, vermicelli, bakwan, and cheese milk corn separated by package A and package B. The introduction of the Indonesian specialties was also given a brief explanation of the ingredients and spices used to make the dishes. The introduction of the Indonesian specialties included a brief explanation of the ingredients and spices used to make the dishes. This activity then gave new flavours and experiences to foreign students who were not familiar or even never encountered the spices brought by the IISMA awardees themselves. They gained knowledge of what rendang tastes like as well as various types of food that tend to have a strong and diverse

herbal spice flavour. It is quite different from continental food which tends to have simple and dry spices.

Not only introducing Indonesian specialties, the IISMA awardees introduced batik in the batik challenge. The introduction was done through a fashion show with a batik theme. Not only the fashion show, the guests were also given the opportunity to wear batik according to their taste as a form of providing information to the local community about the experience of using batik clothes. This was certainly carried out by the IISMA awardees to provide in-depth information about Indonesian batik. Not only are they exhibited to visitors, they can also directly wear the batik that is shown. With that, it can be said that information about Indonesian heritage has been disseminated in a visual and physical form to the international community who attended the "SZEDAP" event.

In addition to the "SZEDAP" program which tends to focus on providing information about various types of Indonesian specialties and variations of batik from Indonesia, IISMA awardees at the University of Szeged, Hungary also carry out a program called ADHIKARA which is the staple of the "HEROES" work program in 2023. ADHIKARA itself stands for 'Advancing Diversity, Harmony, and Inclusivity through Knowledge and Heritage' which has a translation of 'Advancing Diversity, Harmony, and Inclusivity through Knowledge and Heritage' in Indonesian. The program aims to unite the various borderless differences that exist at the University of Szeged by providing information to get to know Indonesia in the form of knowledge and history packaged through various interactive and communicative activities, with the hope of increasing the enthusiasm of the guests to learn. The event began by providing information about Indonesian identity through the playing and singing of the Indonesia Raya song.

Then, in the event, the author identified efforts to present information about the motto of education in Indonesia, namely "Tut Wuri Handayani" and the meaning of the motto by IISMA awardees. However, the information exposure was packaged through a short theatre drama about an important Indonesian figure especially in terms of education, namely Ki Hajar Dewantara who is often called the 'Father of National Education' in front of various international students who attended the event. Then, IISMA awardees sang the Indonesian national song "Satu Nusa Satu Bangsa" to the visitors as an effort to provide information about the Indonesian national song to visitors. Then, the author identified an effort to disseminate information about various cities in Indonesia. This was packaged with a spelling bee game where the organisers read out the name of the city, then the participants were asked to write down each spelling of the word contained in the name of the city. Then, there was also an effort to provide information through the IISMA awardees by giving visitors the opportunity to try various snacks that are original Indonesian products in the hope of increasing recognition of Indonesian specialties and useful for improving Indonesia's image, (iisma.szeged, 2023).

### **Implementation of Arts and Culture in IISMA Scholarship Programme**

Cultural exchange is one of the missions that the IISMA programme aims to achieve. The meaning of "culture" in cultural diplomacy is difficult to define, as there is no agreement among scholars on what "culture" is. However, Simon Mark explains that culture in cultural diplomacy refers to "high culture". High culture is a culture produced by individuals/humans. Such as; literature, theatre performances, dance, and other visually visible works/cultures (Storey, 2009). Governments conduct cultural exchanges to develop mutual understanding, combat

ethnocentrism and stereotyping, and prevent conflict. This is often done by governments/countries to have a two-way relationship (Mark, 2009).

IISMA is one of the manifestations of cultural exchange that is opened specifically for students in semester 4 or 6. Later, students who are selected in the programme, called Awardees, will become representatives of the State of Indonesia or "young diplomats" to carry out an "introduction" mission to Indonesian culture in their new environment. Namely, the countries that will be the Awardees' destination. In this paper, the author uses a case study of an IISMA Awardee at the University of Szeged, Hungary. Based on the results of the author's interview with one of the 2023 IISMA Awardees at the University of Szeged. The interviewee said that the activities in exchanging or introducing Indonesian cultures by Awardees to local and international communities at the University of Szeged were very active and varied.



(Source: <https://www.instagram.com/iisma.szeged?igsh=MXF2ajByaTdkeXd4NA==>)

One form of cultural exchange or introduction activity carried out by the Awardees is to promote cultural specialities in Indonesia. For example, soto ayam and rendang. The awardees served soto ayam because soto ayam is a food originating from Lamongan, so soto ayam itself is also very easy to cook. While rendang is served because rendang is one of the dishes that once represented Indonesia to be the best dish in the world. The reason these two dishes were chosen, because at that time it was the autumn season which caused the weather there to be quite cold and needed a spicy dish so that it could warm the body. Not only food, the Awardees also promoted Indonesian culture through clothing, namely batik clothes (iisma.szeged, 2023). In addition to the cultural exchange carried out by Awardees through the programme formulated by IISMA. Awardees have the freedom to be creative in introducing or promoting Indonesian culture. According to the informant, IISMA provides a forum for Awardees to express their creative ideas in promoting or introducing Indonesian culture.



(Source: <https://www.instagram.com/iisma.szeged?igsh=MXF2ajByaTdkeXd4NA==>)

As a form of cultural exchange, the IISMA awardees not only brought batik culture. However, they also presented a very expressive theatre art with a variety of very creative event sequences. IISMA awardees from the University of Szeged Hungary presented the theme ADHIKARA as the main theme of the HEROES work programme in 2023. This work programme is aimed at commemorating the day of heroes in the IISMA destination country. ADHIKARA itself stands for 'Advancing Diversity, Harmony, and Inclusivity through Knowledge and Heritage.' As the title suggests, ADHIKARA itself focuses on bringing together the 'borderless' differences that exist at the University of Szeged to get to know Indonesia better through knowledge of arts and culture which is packaged in various interactive and communicative activities. In this event, IISMA awardees performed a theatre drama of Indonesian education figure Ki Hajar Dewantara. From the drama, the IISMA awardees were able to tell the story of an influential figure in Indonesia that was wrapped creatively and uniquely to students and the international community who attended the event.



(Sumber: <https://www.instagram.com/iisma.szeged?igsh=MXF2ajByaTdkeXd4NA==>)

During the event, students and the international community enthusiastically gathered in the atrium to watch the drama. Through a mini diorama of the life story of one of Indonesia's heroes, students and Hungarian locals who attended the event were able to get to know Ki



“Strengthening Partnership for Sustainable Development”

Hajar Dewantara in a new and less boring way. Not only focusing on the biographical story of Ki Hajar Dewantara, the IISMA award presented the Indonesian education motto of "Ing Ngarso Sung Tuladha, Ing Madya Mangun Karsa, Tut Wuri Handayani." In the post, it is evident that one of the IISMA awardees explained the meaning of the motto. This event certainly illustrates a deep understanding of the motto of education held by the Indonesian nation to the international community who attended the event. Not only that, it was found that the IISMA awardees inserted a performance of the Indonesian national song "Satu Nusa, Satu Bangsa" sung by the actors in the drama. The song emphasises the importance of unity and integrity of Indonesia's diverse ethnicities and nations.



(Sumber: <https://www.instagram.com/iisma.szeged?igsh=MXF2ajByaTdkeXd4NA==>)

There are data findings that illustrate that IISMA awardees involve the international community who are present to take part in the excitement of the activity. This can be proven by all participants who participated in the poco-poco dance. The dance is a form of recognising the art of Indonesian dance, especially the Manado region. During this activity, visitors were invited to stand and follow the dance demonstrators in front. This activity is certainly intended to be more interactive in inviting the international community to recognise and demonstrate Indonesian art. In addition, there were a series of mini games intended for visitors to participate in. The first mini game is a spelling bee game that contains spelling the names of cities in Indonesia. It will certainly increase and expand visitors' knowledge on the names of cities. Not only that, there is a game that is generally held to enliven Indonesia's independence day, namely putting pencils into glass bottles. This game is useful to train the visitors' focus and also introduce traditional games. Furthermore, in the last game the visitors were asked to move some marbles into the space provided. The series of events from the beginning to the end of the activity became clear evidence of the implementation of arts and cultural exchanges in the cultural diplomacy mission of IISMA awardees in Hungary.

### CONCLUSION

Cultural diplomacy is one of the important components for a country to strengthen good relations with other countries. Where this diplomacy uses indicators of information, art, and culture as the main aspects in its implementation, cultural diplomacy is also useful for strengthening each other's influence and as an instrument to expand the influence of a country through the culture brought by its actors. One of the cultural diplomacy that has a strong influence is educational diplomacy through student exchange scholarships.

The Indonesia International Student Mobility Awards (IISMA) program is an initiative program that has a significant impact on the vision and mission of Indonesia's cultural diplomacy. Through this program, selected Indonesian students can study abroad and promote Indonesian culture and arts in various parts of the world. Programs such as Adhikara, SZEDAP, and batik challenge are a form of implementation of cultural diplomacy in the IISMA program. This is a reflection of the exchange of information, art and culture which is the essence of culture.

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