

INDONESIAN CULTURAL DIPLOMACY THROUGH BATIK IN SOUTH KOREA IN 2020-2023

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Abstract. Batik is one of the Indonesian cultures that has been officially recognized by UNESCO thanks to the beauty of batik and also its uniqueness and the philosophy contained in it. Year after year the development of batik is getting better, only because of Covid-19 the economy of the whole world is getting worse and causing several negative impacts for Indonesia, one of which is the decline in batik exports and the decline in tourism levels. The aim of this research is to find out the causes of the problem and to look further into the efforts made by the government to diplomacy about batik in South Korea. The research method used is qualitative because it is based on primary and secondary data from literature studies, also accompanied by interview and observation data from parties who are qualified in the field concerned with the research. Cooperation, efforts and impacts arising from diplomacy itself are covered in discussions related to bilateral cooperation, the efforts of the Indonesian government, and the impacts received by Indonesia.

Keywords: Indonesia, South Korea, Batik.

Introduction

Indonesian batik is recognized as intangible heritage and has even been recognized by UNSCO (The United Nations Educational, Scientific and Cultural Organization) on 02 October 2009 and recognized by the existence of national batik day on 02 October every year by the Indonesian government (Saptoyo, 2021). Since then, this national masterpiece containing Indonesia's unique identity and culture has become a tool for conducting diplomacy (Soft Power Diplomacy) Even today, diplomats from Indonesia are assigned as Indonesian batik ambassadors by the Ministry of Foreign Affairs by making efforts show casing showing and introducing batik on the international stage. Batik was first introduced by the 2nd President of the Republic of Indonesia, namely Suharto, who welcomed guests from abroad using batik and even used it as a typical Indonesian souvenir for guests at several important events.

As time progresses and technology advances, the function of batik has developed into an economic commodity but has not abandoned its identity and has not lost its value as a cultural heritage that is very strong and identical to Indonesia. Due to the increasingly rapid development of the era, there is no longer any reason for Indonesia not to participate in the development of this era with all the cultural things that are very abundant, one example is by introducing Indonesian batik to the international arena, one of the partners to introduce batik in the sense of casual diplomacy or In Korean, Korean means holding festivals' Wearable Art : Indonesian Batik Cloth' program carried out by the Indonesian Embassy (Embassy of the Republic of Indonesia) Seoul (Wijaya, 2021).

Batik as one of Indonesia's cultural products has become a focus for introducing its culture as a characteristic by partnering with Korea through Wearable Art (Se-jeong, 2010). The more batik grows in Korea, the more influence it will have on Indonesia itself even after it was held Wearable Art Currently, batik exports are increasing and it is said that the highest exports fell to South Korea, which was in third place after America and Germany at that time. Another impact was also felt by Indonesia after batik enthusiasts in Korea increased even to the point Influencer And Idols K-pop wears batik which indirectly also participates in promoting batik on the global stage by wearing and posting on social media, and thereby making batik itself known more widely and even the impact resulting from the batik worn by K-pop idols This in itself is no joke because interest in K-pop idols at that time was very popular and very popular, one example is that fans will try to wear what their idols wear.

As one of Indonesia's strategic cooperation partners in various economic, political and socio-cultural sectors, South Korea has established diplomatic relations with Indonesia since 1973. In this context, diplomacy plays a very important role in facilitating relations between the two countries. Diplomacy itself is a political process between actors and state actors involved in a cooperative relationship to achieve common interests or nationalist interests using peaceful and peaceful methods without involving the military or war.

Methods

The research method for this research is to use a qualitative method. This research method emphasizes that the key instrument is the researcher. This method is also used for natural object research conditions (Sugiyono, 2012) (Hidayat, 2020). Qualitative research methods more simply understand phenomena related to what is the subject experienced by researchers in research such as behavior, perceptions, motivation, actions, etc. Holistic, and by means of descriptions in the form of words and language, in a special natural context and by utilizing various natural methods (Hardani M. Siustiawaty, 2020).

For this research, qualitative research methods were used with a focus on Indonesia's efforts to carry out diplomacy in the cultural sector through cultural festivals using Batik in South Korea. The research method used is supported by data sources generated from primary data and secondary data through literature studies, interviews and observations.

Cultural Diplomacy is Soft diplomacy or diplomacy that is carried out subtly, not in the sense that it is not felt, but in a way that we may not be aware of. This cultural diplomacy is introducing culture with cultural values and norms to attract interest in the culture offered without feeling bored, to develop and provide understanding. that the culture introduced is rich in meaning and has value and is very influential in everyday life both through education, arts, sports and science (D Dina, 2019)

According to Sumaryo Suryokusumo (2005), diplomacy is seen as an activity of exchanging cultures to achieve their respective goals without harming other parties and can even have a big influence on the opposing party liking the culture offered, the interests contained therein are represented by good state actors. or non-state. In achieving the goal of introducing culture, countries can use cultural diplomacy (Saptoyo, 2021)

Indicators in Cultural Diplomacy According to Sumaryo Suryokusumo are divided into four parts, namely:

1. Official Recognition
2. Cultural Values
3. Market expansion and demand
4. Increased Tourism

Result and Discussion

1. Indonesia-Korea Bilateral Cooperation

Bilateral Cooperation is a word for cooperation between two countries, usually this bilateral cooperation focuses on certain parts such as Economic, Social, Cultural, Education etc. The aim of this cooperation is usually peace and also the common interests or interests of each of the cooperating countries without isolating or even to the point of harming the opposing country, but it cannot be denied that the country that collaborates is a country that has vested interests in it and its own country cannot fulfill it domestically, so that country collaborates with other countries to get what they need (Sri., 2018).

Referring to the book "Study Strategy: In the Transformation of the Post-Cold War International System" by T. May Rudy, he explains that bilateral cooperation is cooperation formed by a commitment to achieve prosperity in which there is equality of interests

In bilateral cooperation there are several forms of cooperation, including:

1. Technical Cooperation. This cooperation operates in the development sector which aims to channel international assistance in the form of training and education.
2. Functional Cooperation, this cooperation is cooperation that combines functions and shared goals in the sense of mutual support, this cooperation thinks pragmatically in which it highlights the strengths of each partner country.
3. Ideological Cooperation, this is cooperation that is based on the ideology of each work partner to achieve the goals and interests that were initially planned.

Based on the explanation above, it can be concluded that international cooperation between Korea and Indonesia is included in the Functional Cooperation category, in which countries that collaborate for mutual benefit, such as South Korea, can support the development of Indonesia and Indonesia can also play an important role in several collaborations in South Korea.

This research specifically discusses industrial cooperation, as well as cultural exchanges that support and make it easier to introduce batik in Korea. In the cooperation carried out by Indonesia and South Korea, it can be seen that South Korea itself is a country that will easily accept Indonesian culture so it can be concluded that Korea can support growth and enables Indonesia to rapidly enrich and develop its culture (Sri., 2018).

Another driving factor is that Indonesia and South Korea have had a very long collaboration, so it will be easy for Indonesia and South Korea to carry out other collaborations, especially after several years of cooperation

between Indonesia and South Korea as a collaboration that has been carried out a lot or can be called a bilateral collaboration that Many of its implementations have been carried out.

2. **Indonesia's Efforts and Obstacles in Batik Diplomacy**

The Cultural Diplomacy carried out by Indonesia in South Korea really follows the thoughts and culture there, which means that this diplomacy can be really accepted by South Korea very easily, for example, Indonesia balances the colors presented according to the conditions in South Korea according to the seasons in Korea likes light colors for winter and darker colors for summer. (Wijaya, 2021).

The South Korean people's opinion of Indonesian Batik is very warm and open. There are almost no obstacles in carrying out Indonesian cultural diplomacy activities through Batik in South Korea. The Embassy of the Republic of Indonesia (KBRI) is consciously carrying out diplomacy with South Korea covering several points including Batik, "Batik is a weapon for Indonesia, so it is not wrong if Indonesia uses batik as a weapon to fight in the international arena, and is suitable to be proudly introduced to world" (Said Valeria Nisatama in an interview, December 26 2023).

The forms of efforts made by the Indonesian Embassy (Embassy of the Republic of Indonesia) in diplomaticizing Batik are as follows:

1. 2020 : Indonesian Festival in Seoul (Indonesian Batik Forest)
2. 2021 : Indonesian Festival With KCCI (Hanbok and Batik)
3. 2022 : Festival Indonesia X Festival Itaewon Since 2022
4. 2023 : Indonesian Festival (Closer Friendship, Stronger Partnership)

2020:Indonesian Festival in Seoul (Indonesian Batik Forest)

Covid-19 leaves behind things that are inherent, such as wearing masks, also any online activities. because at that time everything was done online to avoid contact or physical contact to avoid contracting the Covid-19 virus. One example is the Festival which is usually held by the Indonesian Embassy (Embassy of the Republic of Indonesia). Due to limited time and media for diplomacy, the Indonesian Embassy with technology immediately held a Festival with the theme Batik Forest (KBRI, 2021).

The achievement obtained for this batik forest itself was that Ambassador Umar Hadi received a World Record from the Indonesian Record Museum on November 29 2020 for the achievements of the Indonesian Embassy in Seoul in holding virtual performances and facilitating online batik sales, not only the festival which was online or online but batik sales also follow the theme online (KBRI, 2021). The Batik Forest itself is a festival held by the Indonesian Embassy to show off everything about batik starting from Indonesian clothing with batik nuances and also by modifying it with Korean culture, namely combining Batik with Hanbok (Korean Traditional Clothing). For further details, there is some documentation in the form of photos below.

2021:Indonesian Festival With KCCI (Hanbok and Batik)

The Indonesian Embassy in Seoul with the Korean Culture Center Indonesia (KCCI) held a performance to introduce batik with the theme Hanbok-Batik 2021, at which time there was a modification presented by the Indonesian side which provided Hanbok as traditional South Korean clothing but with typical Indonesian batik patterns. This show was supported by Korean Designers and Indonesian Designers named Lee Hyu-Jae and Novita Yunus who also presented Kebaya with a touch of pastel colors which are synonymous with Korean beauty and was held in two places across the country, namely in Chojeong, South Korea and Jakarta, Indonesia (Purnama, 2021) This performance event can also be watched on the official YouTube channel owned by KCCI and the Indonesian Embassy in Seoul, this event is also a form of cooperation in improving the economies of Indonesia and Korea in the Covid-19 Era (Indonesia, 2021).

The aim of this event is not only to introduce batik but also to collaborate in it the economic sector as well as the cultural sector which includes exchanges between two cultures from each country which are neatly packaged and look interesting so that they become a hot topic at that time, not only showing the results but this show also shows how the production process is and explained that traditional clothing from both countries is very historic but can also keep up with the times by modifying it but not changing its shape so it is still the same as Hanbok and Kebaya in general (Indonesia, 2021).

Not only that, in October 2021 the Embassy in Seoul also collaborated with Hankuk University of Foreign Study to hold a Batik and Gamelan Diplomacy class which was attended by 38 students who also collaborated with the Malaysian Indonesian Department of Translation and Interpretation to learn basic batik techniques for beginners (KBRI, 2021).

2022:Festival Indonesia X Festival Itaewon Since 2022

Different from the previous year, in 2022 Indonesia included its batik festival at the Itaewon Festival, namely taking part in competition at the biggest event in Korea and competing with several countries and Indonesia managed to win first place at the Itaewon Festival. Indonesia managed to achieve the highest score compared to the other 4 finalist countries, namely, the Philippines, Ukraine, Nigeria and Colombia (KBRI, 2022). The incessant parade performance was carried out by 150 members of the Indonesian community in Korea who came from various ethnic groups and countries which symbolized the integrated diversity of *Bhinneka Tunggal Ika* (Different but still one goal, this parade was held on October 16 2022 after the end of the festival Itaewon. This parade was attended by various people from various countries which proves that not only Indonesian citizens but also foreign citizens are also waiting for what Indonesia presents with extraordinary enthusiasm (KBRI, 2022).

The Indonesian Festival in 2022 is a different festival apart from its implementation which is carried out offline as well as a combination of two large festivals namely the Indonesian Festival and the Itaewon Festival which was attended by more than one million Korean people and foreign people, this is also an opportunity for Indonesia to introduce batik on the international stage. According to Valeria Nisatama, 2022 is the best year for Indonesia and for her personally because she can be part of the Indonesian Festival in South Korea. The thing that really impressed Valeria was the warm welcome from South Korea itself because it welcomed Indonesia warmly and enthusiastically (Said Valeria Nisatama in an interview, December 26 2023). Valeria also emphasized that the efforts of the Indonesian Embassy itself are very beneficial for Indonesia and domestic MSMEs because they can combine diverse Indonesian culture with innovations with the millennial generation, many of the nation's children. For example, Celosia Ethnic is a batik product but has modified it the colors are in accordance with market desires because Korea itself has a taste for pastel colors because the skin race in Korea is classified as white so it is very suitable to wear pastel colors (Said Valeria Nisatama in an interview, December 26 2023).

Apart from market demand, Celosia Ethnic is also different from other companies because here the employees who work come from empowered home tailors and the majority of those who work at Celosia Ethnic are women, because it is felt that women will be more careful and will understand more about what is suitable. used for everyday use and has high taste (Said Valeria Nisatama in an interview, December 26 2023).

2023: Indonesian Festival (Closer Friendship, Stronger Partnership)

The Embassy of the Republic of Indonesia (KBRI) Seoul showcased cultural diversity through the 2023 Indonesian Festival which was held at Gwanghwamun Plaza, Seoul, South Korea. The event coincided with the 50th anniversary of diplomatic relations between Indonesia and Korea with the theme "Closer Friendship, Stronger Partnership." (Megapolitan, 2023). "The 2023 Indonesian Festival has a big meaning, namely as a milestone in achieving 50 Years of Bilateral Relations between Indonesia and Korea. This festival celebrates half a century of diplomatic relations between Indonesia and Korea," said Indonesian Ambassador to South Korea Gandi Sulistiyanto in a written statement from the Indonesian Embassy in Seoul in Jakarta. Apart from being a place to showcase Indonesian cultural arts, the Indonesian Festival also aims to develop the market for MSME products, promote tourism and strengthen relations. people to people between Indonesia and Korea (Megapolitan, 2023).

At this event, a MURI record award was also given to Ambassador Sulis for the achievement of 10,000 visitors to the Indonesian Festival in three cities. Darmawan Prasodjo, author of the first book about the Indonesian President, "Jokowi Makes Indonesia's Dream a Reality" which was translated into Korean, also received an award given directly by the founder of MURI Jaya Suprana (Megapolitan, 2023).

The obstacles in cultural diplomacy according to Sumaryo Suryokusumo in his book entitled *Diplomatic Practices in 2005* are:

1. **Differences in Cultural Values and Norms:** Differences in cultural values and social norms can be a major obstacle. What is considered good or appropriate in one culture may not be the same in another culture, requiring in-depth understanding to avoid misunderstandings or conflicts.
2. **Language:** Language is often a barrier in cultural exchange. Limited language skills or a lack of good translation can hinder effective communication between people of different cultures.
3. **Level of Cultural Awareness:** If people in both countries are not sufficiently aware of each other's cultural diversity, this could hinder the effectiveness of cultural diplomacy. Low cultural awareness can result in misunderstanding and stereotypes between the two parties.

4. **Resource Limitations:** Limited resources, both financial and human, can be an obstacle in implementing cultural diplomacy programs. Significant investment is required to organize cultural activities such as art exhibitions, festivals and artist exchanges.

3. Impact on Indonesia

Batik diplomacy between Indonesia and South Korea can have various positive impacts on Indonesian society. Some of the impacts involve economics, cultural aspects and relations between nations. The most significant impact on daily life is the cultural aspect because we can easily accept South Korean culture and vice versa, South Korea accepts Indonesian culture well. Looking at the indicators of success from Sumaryo Suryokusumo (2005) in his Cultural Diplomacy, it is divided into four parts, namely: Official recognition from Indonesia that Batik is Indonesia's cultural heritage and has been recognized by UNESCO, Second, Cultural Values because batik contains many values and philosophies as well as diverse beauty. , Third is market expansion and demand for batik exports, and the last is an increase in tourism, usually Korean people who are interested in deepening batik will exited to deepen understanding of batik itself, it will automatically increase tourism in Indonesia, especially in Yogyakarta.

1. Official Recognition and Cultural Identity

National Batik Day was implemented through Presidential Decree Number 33 of 2009 on 17 November 2009. On 3 September 2008, the Indonesian Government registered batik on UNESCO's list of the Heritage of Humanity for Oral and Intangible Culture. Then, based on the proposal Indonesian Batik Nomination File Reference No. 00170, 2009submitted to UNESCO on September 4 2008, it was stated that Indonesian batik had succeeded in being included in the UNESCO Intangible Cultural Heritage list (News, 2024). Furthermore, on January 9 2009 UNESCO officially accepted the registration of Batik as an Intangible Heritage on this date. After several considerations, on May 1-14 2009 UNESCO tested this Batik in Paris, France for Indonesia's Intangible Heritage. Exactly on September 30, UNESCO included Batik on UNESCO's Representative List of Intangible Cultural Heritage of Humanity (News, 2024). Exactly on October 2 2009 Batik was officially inaugurated on the list of Humanitarian Heritage for Oral and Intangible Culture in Abu Dhabi, United Arab Emirates. That is why Indonesia commemorates National Batik Day on October 2, not without reason but because of its considerations and struggle to confirm and obtain official recognition from UNESCO (KEMENDIKBUDRISTEK, 2023).

2. Increasing Tourism

One of the goals of cultural diplomacy is to increase tourism, Indonesian batik diplomacy to South Korea also has an impact on increasing the tourism sector in both countries. The number of South Korean tourists visiting Indonesia has increased, and Indonesian language learning programs through BIPA (Indonesian for Foreign Speakers) have also played a role in this (Post, 2023). The data image explains that the increase in the number of tourists was after the end of the Covid-19 pandemic, in the 2022 quarter there was an increase of 5.89 million visits with 38.69% of visits from the Asian region, one of which was South Korea which contributed many foreign tourists to visit Indonesia and take part in BIPA training with a total of 9,097 people as of May 2021. different from the previous year because the Covid-19 virus was still rampant, which was at 1.56 million visits. Therefore, this exchange in the cultural field has been enough to encourage economic growth for Indonesia.

3. Cultural Exchange

A global company is able to hold a festival and with a record of success at its festival, KT&G, the name of a company that carries out cultural exchange activities among the younger generation, millennials and GenZ, together with non-governmental organizations (NGOs) is recorded as carrying out this cultural exchange regularly (Indonesia, Perusahaan Korsel Gelar Pertukaran Budaya Korea-Indonesia., 2021). It was recorded that on October 9 2021, KT&G collaborated with Sangsang University. The collaboration carried out was by providing training and understanding related to Korean culture to the Indonesian people. This collaboration was also supported by several agencies includingKorean Language Institutewho is hosting the event“Korean Culture Festival On;Air” which was carried out with approximately 160 Indonesian youth and was held online due to the limitations and obstacles that were intense at that time, namely Covid-19, so it was carried out online via Zoom Meeting and Instagram (Indonesia, Media Indonesia, 2021). Activities that gave more enthusiasm were drawing competitions using Hangul letters and also speaking in Korean and making short stories using Hangul. Not only that, but there are also several opportunities for us to work in Korea which are channeled through the KT&G

company which has collaborated with several companies in South Korea (Indonesia, Media Indonesia, 2021).

4. Improved Education

Referring to educational diplomacy between the two countries, the Indonesian Ministry of Foreign Affairs (Kemlu) in Seoul, Republic of South Korea, said that activities such as exchanges of teachers and lecturers, exchanges of experts in the field of primary and secondary education, collaboration between universities or schools, reconciliation of degrees, human resources development, as well as events such as seminars/conferences/ exhibitions. Two universities in South Korea, namely Hankuk University for Foreign Studies (HUPS) and Busan University for Foreign Studies (BUFS), have now been listed as universities that provide research on Indonesia (Nastiti Selena, 2021). The number of student and teacher exchanges recorded in November 2019 reached approx 1,500 people and students, students from Korea are 1,200 people, this is a significant number to show cooperation in the field of education (Nastiti Selena, 2021). Another example is UII, one of the universities in Yogyakarta which also collaborates with South Korea in the field of education. This collaboration also becomes benefits for each country from increasing tourist visits. Apart from the student exchange program, in 2020 Indonesia will carry out educational collaboration with South Korea through the Independent Campus Spirit. Through signing Memorandum of Understanding (MoU) virtually, UII formalized its collaboration with Tongmyong University to focus on efforts to develop academic and educational cooperation. This collaboration carried out by UNII can explore non-degree programs such as experiencesharingculture which was carried out virtually during this pandemic and received a huge response (Nastiti Selena, 2021).

5. Increase in exports of batik products

Indonesian batik diplomacy to South Korea has succeeded in making a positive contribution in increasing Indonesian batik exports to the country. Research shows that Indonesian cultural diplomacy through batik has succeeded in increasing awareness and interest in Indonesian batik in South Korea, as reflected in the increase in the number of South Korean tourists visiting Indonesia and the Indonesian language learning program through BIPA. According to the data above, 2021 is a year of revolutionary change after the Covid-19 virus outbreak. Recovering the economy is not easy, so it requires extra effort. The Indonesian Embassy (KBRI) is trying its best to hold an Indonesian festival in South Korea, the impact on exports in 2021 can increase drastically when compared to the previous year. 2021 itself is the last year of Covid-19 and a good opening year for Indonesia because it is hoped that the increase in exports in 2021 can open up opportunities to continue to increase exports in previous years. This is an extraordinary achievement for Indonesia, especially for the Indonesian Embassy because it is able to bring Indonesian culture and also bring Indonesia's good name to the international arena.

Conclusion

The cultural festival held by the Indonesian Embassy is a soft diplomacy group that can be said to be successful, the supporting factors are Bilateral Cooperation between Indonesia and South Korea is one of the longest cooperation and perhaps the most widely implemented in everyday life, both in terms of Culture, Education or others. South Korea is one of the best cooperation partners for Indonesia, helping Indonesia develop and embracing the development of Indonesian culture. One of the opportunities that Indonesia did not waste was diplomacy through soft diplomacy to South Korea, thanks to the embrace of Korea itself, Indonesia received positive impacts including increased tourism, increased exports, etc.

The biggest obstacle to this cooperation is the existence of Covid-19 which greatly affects the two countries that cooperate with each other for mutual interests, but thanks to Indonesia's persistence in carrying out cooperation and presenting various cultures so that it can be well received by Korea and countries outside who participated in several series of Indonesian Festival events that have extraordinary themes. Some efforts made by the Indonesian government have also been very optimal because they consider and maintain cultural exhibitions that are studied in performances or even large festivals that we can consciously see and can feel the impact on our daily lives. In addition to government efforts, there are also efforts from the community who participate in helping to brand and go into the field to maintain Indonesian culture, especially in this batik, one of which is Valeria Nisatama as the owner of Celosia Ethnic who has succeeded in bringing the name of Batik to the international scene.

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