

ABSTRACT

The purpose of this research is to know the role of twitter as a tool for diplomacy among political actors and units. The commemoration of the 60th Asian-African Conference is taken as a focus in this research, so as to improve the tourism sector in the city of Bandung. This research uses the concept of twitter diplomacy, which is public, viral, and mass-oriented means of information and communication, by using descriptive qualitative research method. The results of this research shows that Twitter is a complete and comprehensive public information tool, yet in the case of the commemoration the 60th AAC is bridge the conventional media site with the readers. This indicates that the 60th AAC remains to be viewed as political celebration. Apart from promoting tourism sector the city of Bandung, another positive impact is significantly found in the increasing flow of foreign investments and cooperation.

Keywords: *twitter diplomacy, Bandung, the 60th Asian-African Conference, information and communication, smart city, creative city*