

**Penerapan Diplomasi Kebudayaan
Dalam Kebijakan Luar Negeri Indonesia Di Rusia
Tahun 2008-2016**

ABSTRACT

Cultural Diplomacy conducted by the Indonesian government aims solely for the improvement of Indonesia's image and national branding towards a positive direction in the international community after the monetary crisis. Implementation of Indonesian cultural diplomacy in Russia, motivated by the desire to increase the existence of the international world especially get a positive image in Russia and also the existence of Russia that has been influential since before independence.

Indonesia-Russia diplomatic relations began in 1950, but the relationship experienced ups and downs for the first time President SBY opened a larger share of the tourism market for Indonesia because of oriented outward looking which increased participation in participation international but less developed resources. But in the new administration, Jokowi brings an oriented Indonesia inward looking where more develops its domestic resources to advance Indonesia's intergrity in the international arena.

In carrying out its cultural diplomacy in Russia, Indonesia through the field of culture and tourism made efforts in the form of exhibitions such as following events and various works of Indonesian artists displayed in exhibition which is held in Russia, as well as in the form of exhibition of collaboration between Indonesia and Russia. In this thesis, the authors found that the implementation of Indonesian cultural diplomacy in Russia is undertaken by various diplomatic actors. Actors and actors of cultural diplomacy conducted by government, non-government, individual or collective, or every citizen of destination and the main target of cultural diplomacy is to influence public opinion (Russian society) as a strategic partner in bilateral cooperation by Indonesia to support policy foreign policy. In addition, the implementation is coordinated and implemented by the Embassy through a form of cooperation between government and non-government actors in order to achieve the national interest of Indonesia.

Keywords: Culture Diplomacy, Indonesia, Russia, Tourism, Foreign Policy.