

DIPLOMASI INDONESIA TERHADAP AUSTRALIA MELALUI INDUSTRI KREATIF SUBSEKTOR FESYEN

ABSTRAK

Fesyen merupakan salah satu subsektor dalam ekonomi kreatif yang sangat diperhatikan oleh pemerintah Indonesia karena mempunyai peranan yang sangat penting. Fesyen telah memberikan kontribusi besar dalam memperoleh devisa negara melalui ekspor produk fesyen ke berbagai negara di kawasan regional. Potensi industri fesyen Indonesia sangat besar sehingga menjadikan fesyen sebagai instrumen yang sangat penting bagi diplomasi kebudayaan Indonesia di Australia.

Metode penelitian yang digunakan adalah kualitatif. penulis mengumpulkan data dari buku, tesis, tesis, jurnal dan situs web untuk menganalisis peran Pemerintah Indonesia. Teori penelitian adalah teori diplomasi kebudayaan. Penelitian ini bertujuan untuk meneliti serta membahas dan mengkaji lebih dalam implementasi dari diplomasi Indonesia terhadap Australia melalui program *Indonesia Beautiful*, *Jakarta Fashion Week*, dan pameran *International Sourcing Expo Australia*.

Kata kunci: Fesyen, Ekonomi Kreatif, Ekspor, Diplomasi Kebudayaan, Indonesia, Australia.

**INDONESIAN DIPLOMACY TOWARDS AUSTRALIA THROUGH THE
FASHION SUBSECTOR CREATIVE INDUSTRY**

ABSTRACT

Fashion is one of the sub-sectors in the creative economy that is very much considered by the Indonesian government because it has a very important role. Fashion has made a major contribution in gaining foreign exchange through exports of fashion products to various countries in the region. The potential of the Indonesian fashion industry is very large, making fashion a very important instrument for Indonesian cultural diplomacy in Australia.

The research method used was qualitative. the authors collected data from books, theses, theses, journals and websites to analyze the role of the Indonesian government. Research theory is cultural diplomacy theory. This study aims to examine and discuss and examine more deeply the implementation of Indonesian diplomacy towards Australia through the Indonesia Beautiful, Jakarta Fashion Week, and the International Sourcing Expo Australia exhibition.

Keywords: *Fashion, Creative Economy, Export, Cultural Diplomacy, Indonesia, Australia.*