

TOURISM DIPLOMACY IN INCREASING INTERNATIONAL TOURIST VISITS TO INDONESIA POST-COVID-19 THROUGH SPORTS TOURISM AT THE INTERNATIONAL WORLD SURF LEAGUE KRUI PRO LAMPUNG 2022 - 2023

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Abstract:

The global COVID-19 pandemic, which began in early 2020, has had a significant impact on many aspects of life, including tourism and the economy in Indonesia. Due to travel restrictions and the closure of tourist spots, the number of international tourists in Indonesia, which is one of the country's main industries and largest sources of foreign exchange, has decreased significantly. This decline has affected the overall economic turnover and foreign exchange earnings of Indonesia. In light of this issue, this research aims to discuss public diplomacy through sports tourism instruments as an effort to promote Indonesian tourism post Covid-19 through the International World Surf League Krui Pro Lampung 2022-2023 competition held in West Pesisir Regency, Lampung, Indonesia. This study seeks to analyze public diplomacy according to Eytan Gilboa. The research employs a descriptive qualitative method with primary and secondary data sources through interviews with the PSOI as the organizing body of Krui Pro Lampung, related documents, previous research, and articles. This study argues that the implementation of the International World Surf League Krui Pro Lampung is an appropriate tourism promotion tool to revive Indonesian tourism, which had declined during the COVID-19 pandemic.

Keywords: Public Diplomacy, Sports Tourism, Pandemic Covid-19

INTRODUCTION

The global COVID-19 pandemic that occurred in 2020 still leaves bitter memories for people worldwide, as the event brought the world into a critical and severely impacted condition. The outbreak, which originated in Wuhan, China, was initially believed to be a national epidemic. Initially, it was thought that the Chinese national government could manage the outbreak, but in reality, it surprised the world, with the national outbreak transitioning into a global pandemic, spreading quickly to 210 countries, including Indonesia. COVID-19 has negatively impacted critical industries such as global supply chains, domestic disruptions, financial market instability, consumer demand shocks, and travel and tourism (Elistia, 2021). According to the Ministry of Finance (Kemenkeu, n.d.), the COVID-19 pandemic has created a snowball effect from a health crisis into a significant economic crisis. Quarantine and social restrictions as efforts to save health and lives have inevitably pressured various economic engines, such as drastically declining consumption, delayed investments, and hampered foreign trade activities. From the above statement, Indonesia K.K. mentioned that the uncontrolled spread of the virus, due to its contagious nature, led the government to implement a lockdown policy to restrict social activities and break the chain of virus transmission. This policy naturally affected the social and economic dynamics of the community. Changes in societal behavior to stay at home and the closure of infrastructure such as buildings, roads, schools, and recreational tourism areas. Today, tourism has become one of the largest industries in the world and is a major source of foreign exchange for many countries (Wijaya, 2015).

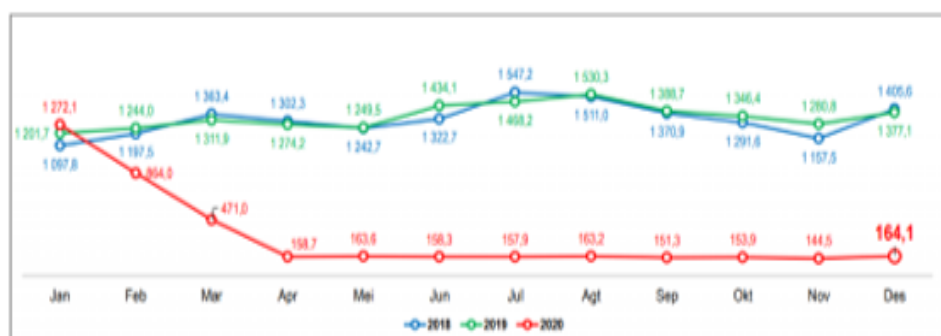


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Between 2005 and 2016, the number of tourists visiting countries worldwide increased by an average of 3.9%, with developed countries experiencing a 3.5% increase and developing countries seeing a 4.5% increase. The average annual growth rate for ASEAN countries was 7.9%. With tourist spending in ASEAN countries averaging USD 1,030 per visit and global tourist spending averaging USD 990 per visit in 2016, tourism activities contributed significantly to the economy (UNWTO, 2017).

However, due to the impact of COVID-19, the situation has caused a global economic recession affecting countries worldwide, including Indonesia. The COVID-19 event also hindered cooperation and interaction processes in international relations, thus impeding various aspects. According to UNWTO in Neswire's writing (Neswire, 2021), the world tourism barometer for 2020 showed that due to travel restrictions imposed by almost all countries to tackle the coronavirus, there was a global decline in foreign tourist arrivals by about one billion people compared to 2019. As a result of this decline, UNWTO projects that the industry will suffer a loss of 1.3 trillion USD, or eleven times the loss experienced during the 2009 financial crisis, which was dubbed "the worst year in history." It can be concluded that the conditions in 2020 were the most devastating historical phenomenon for the tourism industry, seeing that the crisis in 2020 was worse than the 2009 crisis. It indicates that the COVID-19 pandemic was a major outbreak that became a catastrophic disaster for the world, particularly in the tourism industry.

Indonesia is one of the countries affected by COVID-19, with its tourism industry having to be closed, presenting significant challenges. According to data from the Central Statistics Agency, Indonesia's economy experienced negative growth for three consecutive quarters starting in the second quarter of 2020 due to the COVID-19 pandemic. The tourism industry in Indonesia experienced a significant decline, making it one of the hardest-hit industries. Many tourist destinations in Indonesia were forced to close due to government-imposed access restrictions and strict regulations in each region/province. Several individuals and groups suffered huge losses and bankruptcies due to the decline in income from tourist arrivals. The tourism sector is one of the main contributors to national revenue, influencing the surrounding areas that become tourist destinations, involving the provision of both formal and informal job opportunities, facilitating trade transactions, providing services, improving accommodation, and other related aspects. Globally, tourism is a significant industry with the capacity to create job opportunities and contribute to economic output by 10% (Sari, 2022).



Sources: Egsgaumn

Figure 1. Development of International Tourist Visits to Indonesia 2019-2020

According to data from the Central Statistics Agency (Statistik, 2021), Indonesia experienced a significant decline in foreign tourist visits in 2020. The number of visits dropped by 75.03 percent



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compared to the previous year, recording only 4.02 million visits. In contrast, during the same period in 2019, there were 16.11 million visits. This data clearly shows a significant decline in Indonesia's tourism index, which has greatly impacted the collapse of tourism and the economy in the country. The revenue generated from foreign exchange in the tourism sector also saw a substantial decrease.

METHODS

To fully understand the context, conditions, and background of the natural phenomenon being researched, the researcher endeavors to conduct research using qualitative methods. Because each phenomenon has a different context, these phenomena differ from one another. By adhering to a comprehensive and in-depth description of the conditions in a natural setting, qualitative research seeks to understand the conditions of a context by focusing on what actually happens in relation to the research subjects. According to Yusanto, qualitative research has its own variety of approaches, allowing researchers to choose from these varieties to suit the object of their research (Yusanto, 2019). Developing a research topic and implementing data collection strategies are steps in the research process. The inductive method used for data analysis starts with a narrow topic and moves to broader topics. After that, the researcher analyzes the information collected. In qualitative research, data collection is carried out in a natural setting, using primary data sources and data collection techniques through in-depth interviews and literature studies. The main goal of data collection techniques is to obtain accurate, relevant, and reliable data to support analysis, research, decision-making, or evaluation. Methods for obtaining data include defining research boundaries, gathering information through unstructured or semi-structured interviews, documents, and visual materials, and establishing protocols for recording information. In this research, the researcher aims to interview the Deputy Secretary General II of PSOI (Indonesian Surfing Association), who also serves as Development Management at the International World Surf League Krui Pro Lampung.

The purpose of this interview is to gain direct insights into how the Indonesian government leverages international sports tourism events as a policy to boost Indonesian tourism post-COVID-19 in Lampung. The author will conduct the documentation method by collecting relevant data on government policies to enhance Indonesian tourism through the International World Surf League Krui Pro from credible and accountable sources such as books, journal articles, official reports, and the official websites of the Ministry of Tourism and Creative Economy of Indonesia, as well as the Lampung Provincial Government, to support the primary sources in the research. In this study, the primary data used will come from informants through interviews, statistical data on the development of Indonesian tourism, and official documents related to the International World Surf League Krui Pro tourism event, organized by the Indonesian government to boost Indonesian tourism post Covid-19. By using secondary data as references, Indonesia's public diplomacy in enhancing Indonesian tourism in Lampung post-COVID-19 through the International World Surf League Krui Pro can be strengthened and factually supported. The government's policy efforts through this sports tourism championship can be used as a tool to enhance Indonesian tourism post-COVID-19.

RESULT AND DISCUSSION

Based on Eytan Gilboa's statement regarding the role of actors involved in public diplomacy within the Closely Linked category, this category includes initiatives and programs directly carried out by the state or government, with the state actively participating in the implementation process



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from planning to evaluating activities. In relation to this research, the International World Surf Krui Pro Lampung is initiated by the Central Government, namely the Ministry of Tourism and Creative Economy, and involves the role of the Lampung regional government to collaborate in organizing this event. Public diplomacy carried out by the Indonesian government also reveals the concept of Paradiplomacy involving regional governments. In the context of international relations, Paradiplomacy introduces non-traditional actors such as groups, individuals, organizations, and sub-national entities to achieve their respective interests. With such a premise, paradiplomacy emerges as a legitimacy for the rise of new actors in international relations. Thus, the diversification of diplomatic actors' roles provides an opportunity for regional governments to be directly involved in international relations, such as investment and trade, without having to report to the central government on specific matters (Fathun, 2016).

The organization of Krui Pro is purely designed as a promotional tool to boost tourism and improve the economy in Lampung and Indonesia. Recognizing the existing potential, the Indonesian government aims to elevate Lampung as a priority destination with international standards. The collaboration between the Central and Regional Governments in organizing sports tourism events has also been successful in other regions of Indonesia, such as MotoGP Mandalika in Lombok, Tour De Ijen in Banyuwangi, and Tour De Singkarak in West Sumatra. In these events, the central and regional governments collaborated to build tourism promotion to advance both regional and national tourism. Given that Indonesia is an archipelagic country with diverse regions, many remote areas possess untapped paradises that can be well-managed and developed. Proper management of these areas will positively impact regional income and directly benefit the local community. The development of tourism in each region can also be a central government effort to build equality and minimize social disparities, ensuring balanced economic circulation.

In organizing Krui Pro Lampung, the Central and Regional Governments collaborated in packaging Krui Pro, presenting a new challenge in the post-COVID-19 era, as countries compete for international attention. The governments strive to make the event as attractive as possible to draw participants and foreign tourists. Various collaborations are initiated, starting with Joint Planning and Coordination. The central and regional governments formulate a shared vision and strategy for tourism development, establish a coordination team involving various stakeholders, including relevant ministries, local governments, and the private sector. Lampung, which began to gain recognition at that time, saw the Indonesian Government intensively developing infrastructure, funding major infrastructure projects like airports, ports, and highways, while local governments focused on supporting infrastructure such as access to tourist sites, public facilities, and environmental improvements. The development of Raden Inten Lampung International Airport and toll roads to expedite land access to the West Coast of Lampung, where the event is held, marks the start of this infrastructure development. The government's role is crucial in promoting tourism to achieve the target visitation realization.

As a country with a decentralization principle, where the Central Government grants autonomous rights and some authority to Regional Governments, in international relations, this is known as Paradiplomacy. The West Coast Lampung Regency Government is an active subnational entity promoting the implementation of the Krui Pro sports tourism, while the Indonesian government acts as a representative actor in international diplomacy, particularly Public Diplomacy. Surfing was included in the list of sports to be competed in since 2016, when Indonesia was given the opportunity to host the SEA Games. The Indonesian government selected the West Lampung area at Tanjung Setia Beach after conducting surveys at several locations in Indonesia for the surfing venue. Despite surfing being eventually excluded from the SEA Games, the West Lampung Regency



Government continued to organize international surfing sports tourism tournaments. Beginning in 2016, when Indonesia hosted the SEA Games, surfing was one of the sports to be contested. After surveying several locations, the Indonesian government chose Tanjung Setia Beach in West Lampung as the venue. Although surfing was not included in the SEA Games, the West Lampung Regency Government remained determined to organize an international surfing competition.

The West Coast Lampung Regency Government approached PSOI (Indonesian Surfing Association) to collaborate on organizing an international surfing competition. PSOI is an active sports organization in Indonesia, focusing on surfing and tourism development. With PSOI's assistance, the Lampung government collaborated with WSL (World Surf League) and ASC (Asian Surf Cooperation), leading to the successful organization of the International World Surf League Krui Pro Lampung from 2017 to 2019. The event was postponed due to the COVID-19 pandemic, but resumed post-pandemic as an economic driver and tourism recovery for Indonesia. The Indonesian and West Coast Lampung governments resumed efforts to plan the event effectively, with PSOI facilitating connections with WSL and ASC. This central-regional collaboration ensures synchronized policies and strategies, making tourism initiatives more successful and efficient. Combined efforts and funds from the central and regional governments maximize tourism infrastructure investment, promotion, and destination development, ensuring efficient fund use and preventing budget duplication.

Benefits of this collaboration include better planning and infrastructure development, such as highways, ports, airports, and other public facilities. Improved infrastructure ensures accessibility and comfort for tourists. Comprehensive tourism promotion campaigns can be conducted more widely and intensively. While local governments focus on national and regional marketing and a deeper examination of local potential, the central government can conduct global promotions. This collaboration ensures sustainable tourism development and environmental consideration. The central government provides direction and regulation, while local governments manage implementation on the ground. The partnership also drives local economic development. Local governments ensure tourism positively impacts the community through promoting local products, homestays, and small and medium enterprises. Strong collaboration enables quicker and more efficient responses to challenges and emergencies, such as pandemics or natural disasters. Together, the central and regional governments can formulate effective mitigation and recovery plans.

Additionally, this partnership facilitates comprehensive data collection and analysis related to tourism, crucial for planning. Eytan Gillboa defines Cyber Public Diplomacy as an instrument of diplomacy that leverages new communication technologies such as the internet, mobile phones, and other electronic devices as a medium for public diplomacy to reach a wider audience. In the era of globalization, where national borders are becoming less significant, countries can more easily connect. With technological advancements, globalization is further strengthened and facilitated, making it easier for the exchange of international information. This information can be openly shared and stimulate various layers of society, allowing direct interaction between countries and the public, as well as among individuals.

This position has a positive impact by making it easier for a country to shape public opinion and directly reach its target audience. It allows governments to play their role in public diplomacy by promoting and communicating openly. Cyber Public Diplomacy involves communication through the internet or cyberspace, such as online media. It can be accessed via mobile phones or computers connected to the internet. The change in communication processes today also makes it easier for anyone to interact anytime and anywhere. Referring to Eytan Gillboa's statement related to this research, the Indonesian Government utilizes Cyber Public Diplomacy by using online media



platforms such as Instagram, websites, or YouTube channels. The Indonesian Government plays its role in promoting the Krui Pro Lampung event in 2022-2023 through its Instagram accounts: @kemenparekraf, @Sandiaga.uno, @PesonaIndonesia, @KruiPro, and @PemkabLampung.

Social media, as an online platform where anyone can upload their social activities and be accessed from anywhere without boundaries, provides a broad and unlimited reach. It allows any layer of society to see and know the information. In this context, the Indonesian Government makes these posts as an effort to communicate with the international community to promote Indonesian tourism through the International World Surf League Krui Pro Lampung sports tourism event. These posts include photos and videos highlighting moments from previous Krui Pro events and showcasing Lampung, Indonesia, in terms of its culture, tourist destinations, and cuisine, to attract social media viewers.

Besides the role of the Indonesian Government, this event, through its collaboration with the World Surf League and Asian Surf Cooperation, sees these private entities also sharing information and promoting the Krui Pro Lampung event through their respective social media channels, official websites, and YouTube channels. This approach helps to further expand the reach of the information to an international audience through cyberspace. Social media posts today have measurable outputs and expectations in the form of exposure. Exposure is defined as marketing space that serves as an exchange tool or currency in the current social media era. It involves the activities of listening to, watching, and reading media messages or experiencing and paying attention to those messages, which can occur on an individual or group level (Maskyur, 2016). When promoting through social media, benchmarks are necessary to measure or evaluate whether the promotion is effective and running well (Noor Afni Purnamasari, 2023). Referring to the purpose of public diplomacy according to Eytan Gillboa, in the Proactive category, this means activities that aim to reach out to or gather (reach out) the target audience, whether government or society, from other countries, to participate in the related activities actively. This event aims to target impressions from a broad audience to receive messages or public opinion regarding tourism promotion. The efficiency of these impressions will be seen from the exposure on social media.

According to an interview with Mr. Anggi Yuhista, Deputy Secretary General II of PSOI and the development manager of Krui Pro Lampung, during the event, the exposure gained was extensive, successfully disseminated through social media posts, YouTube, and TV. On Instagram, there were 2,500 posts about the 2022 Krui Pro championship over ten consecutive days, with an average reach of 1,289.52 people per post, resulting in an advertising value of \$22,246. The TV partner for Krui Pro Lampung, ICARUS Sports, distributed Krui Pro content to 60 TV channels, estimated to reach more than 1 million households worldwide. National TV channels covering the Krui Pro event included MetroTV and CNN Indonesia. Disseminating information about this event serves as a tourism promotion step, showcasing the Krui Lampung competition's attractions and the natural beauty of Lampung. The form of public diplomacy carried out by the Indonesian government to build public opinion among the international community will undoubtedly create significant benefits for Indonesia. This effort can achieve Indonesia's national interest in promoting tourism recovery post Covid-19. According to Eytan Gillboa's statement on media public opinion, there are three points: News Management, Strategic Communication, and Building Favorable Conditions. The researcher aims to link how Indonesia's public diplomacy achieves media public opinion through the International World Surf League Krui Pro Lampung event.

News Management is defined as an effort to minimize publications that can create a negative impression by influencing how information is presented to the public (target audience) by the mass media. In this context, the Indonesian government aims to rebrand Indonesia post-COVID-19.



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Previously, Indonesia had been negatively perceived and blocked by several countries regarding entry and exit access, such as Japan, due to Indonesia's perceived inadequacy in handling the COVID-19 virus. It tarnished Indonesia's reputation, making many countries afraid to visit Indonesia and prohibiting Indonesian citizens from traveling abroad. Besides the poor reputation due to foreign countries' lack of trust in Indonesia, this position also made it difficult for Indonesia to open cooperation and build trust with other countries. Hence, this event is used as a tool to rebrand Indonesia to the wider public, demonstrating Indonesia's ability to provide safety and cooperatively implement regulatory protocols. This event successfully attracted Japan to participate through Japanese athletes in the Krui Pro Lampung 2022-2023 competition.

Strategic communication is an effort to encourage cooperation by providing information and facilitating collaboration. Through this event, the Indonesian government can play its role in attracting other collaborations and foreign investors to develop tourism in Lampung and nationally through infrastructure development. The success of this event also facilitates long-term cooperation processes and influences collaboration in tourism promotion through other sports tourism in other regions of Indonesia. For example, the World Surf League is also held in various regions of Indonesia, such as Nias, Mentawai, and Banyuwangi, making it easier to organize in other areas and spreading the points of surfing sports tourism events in Indonesia. This empowerment of Indonesian tourism can be promoted, resulting in equal distribution across different regions. Other regions with potential surfing venues can also host the World Surf League, adding new achievements for Indonesia in hosting international sports events and enhancing Indonesia's position in the international arena.

Building favorable conditions aims to place target parties in a position where they can fully understand each other's conditions – sociopolitical, historical, economic, and political. The goal is to create a state that encourages closer cooperation between parties through this understanding. The Krui Pro event successfully attracted international tourists and participants from various countries who would stay in Lampung, Indonesia, during the event. The Indonesian government used this opportunity to introduce Indonesia's sociopolitical conditions, history, culture, and tourism promotion. For example, during the event, the Indonesian government scheduled cultural performances, such as traditional dances, to convey the cultural message of Lampung, Indonesia, to international tourists, enhancing cultural understanding. While foreign tourists were in West Lampung, they interacted with local Lampung residents, creating opportunities for cross-border communication. The Indonesian government and the Lampung regional government also actively promoted the development of Lampung's MSMEs through the economic circulation generated by the spending of international tourists.

CONCLUSION

This research has described Indonesia's public diplomacy through the international sports tourism event, the World Surf Krui Pro Lampung 2022 and 2023, to increase foreign tourist visits post-COVID-19. From this presentation, it can be concluded that tourism is one of the economic dimensions that plays a significant role in a country's economic movement. Therefore, many countries compete to enhance their tourism to become globally recognized destinations. Tourism can also pave the way for cooperation with other countries and foreign investors.

However, due to the COVID-19 pandemic that hit the world, the tourism industry was negatively impacted and faced many obstacles, resulting in a decline in tourist visits and national economic income, including in Indonesia. After the COVID-19 crisis, Indonesia has been striving to revive and restore its tourism industry to attract foreign tourists. One of the efforts made by the



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Indonesian government is reopening the International World Surf Krui Pro Lampung 2022 and 2023, held at Tanjung Setia Beach, Krui, West Coast Regency, Lampung, Indonesia, in the post-COVID-19 period. It also involves the concept of paradiplomacy, where subnational entities play an active role in organizing Krui Pro Lampung. The government used this momentum to observe transitional changes towards betterment. Lampung was chosen because the WSL Krui Lampung had been held from 2017 to 2019 before the COVID-19 pandemic. This event proved to have a very positive impact, including economic, social, cultural, and foreign tourist visits.

Seeing its great potential, various Indonesian government stakeholders, such as the Ministry of Tourism and Creative Economy and the West Coast Regency Government of Lampung, are working to repack this event as an effort to restore Lampung's tourism, which will affect the national scale. This event also involves cooperation between the West Coast Regency Government of Lampung, the World Surf League, and the Asian Surf Cooperation, facilitated by PSOI. This research also reviews aspects of public diplomacy according to Eytan Gilboa, namely, closely linked, proactive, cyber public diplomacy, and media public opinion. This research argues that public diplomacy through the international sports tourism instrument of the World Surf League Krui Lampung 2022 and 2023 has yielded good and successful results. Through the efforts promoted by the Indonesian government via social media, this event has made a good impression/exposure and successfully attracted foreign tourist visits to Lampung, influencing Indonesia on a national scale. During the event, the Indonesian government used this momentum as a promotional tool for Indonesian tourism. With the arrival of foreign tourists, the government also provided additional destinations for them to explore.

This event was also broadcast live through Krui Pro, World Surf League, and ASC social media, promoting Indonesia's natural beauty and culture and was watched by 1 million viewers worldwide. The arrival of foreign tourists also involves cultural integration and cross-cultural communication, allowing tourists to interact directly with the local Lampung community, resulting in cultural exchange and understanding. It allows for positive interaction and relationship building. The most noticeable impact of this event is the economic impact on accommodation, transportation, and services for the local and national communities. It also has a significant multiplier effect on the equitable distribution of foreign tourist visits to various other areas in Lampung, not just the West Coast region.

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