

POTENSI PARIWISATA SULAWESI TENGGARA SEBAGAI DIPLOMASI PUBLIK INDONESIA DALAM MENGHADAPI ERA MASYARAKAT EKONOMI ASEAN (MEA)

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Abstrak

Penelitian ini membahas bagaimana potensi Pariwisata Sulawesi Tenggara sebagai diplomasi publik Indonesia dalam menghadapi persaingan masyarakat ekonomi Asean. Indonesia adalah salah satu negara Asean yang memberikan kontribusi untuk integrasi ekonomi masyarakat ekonomi Asean. Masyarakat ekonomi ASEAN adalah perdagangan bebas atau aktivitas pasar tunggal antara negara-negara Asean yang telah disepakati Bersama dengan tujuan untuk mengembangkan ekonomi negara-negara Asean. salah satu visi masyarakat ekonomi Asean adalah untuk membuat wisata tunggal Asia Tenggara, dan untuk meningkatkan daya saing perekonomian negara-negara Asean. Oleh karena itu, masing-masing negara ASEAN harus mempersiapkan diri untuk menjadi target pasar dari negara lain. Sebagai salah satu negara maritime terbesar, Indonesia memiliki banyak tempat indah untuk Pariwisata dan salah satu wisata terbaik terletak di Provinsi Sulawesi Tenggara. Provinsi ini menunjukkan potensi pariwisata dengan peningkatan jumlah wisatawan setiap tahunnya. Selain itu, Sulawesi Tenggara adalah salah satu destinasi prioritas dari sepuluh destinasi wisata Indonesia. Oleh karena itu, Pariwisata Sulawesi Tenggara ini dapat menjadi salah satu andalan untuk menghadapi berlakunya masyarakat ekonomi Asean. Penelitian ini menggunakan metodologi yang kualitatif. Data dikumpulkan dengan metode pengamatan, riset Perpustakaan dan penafsiran sebagai teknik pengumpulan data. Teknik analisis data menggunakan metode analisis deskriptif. Penelitian ini didasarkan pada pemahaman Islam. Tujuan dari penelitian ini adalah untuk menganalisis bagaimana peran Pariwisata Sulawesi Tenggara sebagai diplomasi publik Indonesia dalam mempengaruhi opini public dengan kepentingan nasional untuk menghadapi persaingan masyarakat ekonomi Asean. Sulawesi Tenggara potensi mampu menjadi soft power sebagai aset diplomasi publik Indonesia. Potensi ini berhasil sebagai diplomasi publik, dan banyak orang asing yang mengunjungi Sulawesi Tenggara, dan pengunjung meningkat setiap tahunnya. Peningkatan pengunjung mempengaruhi untuk pendapatan devisa, bisnis lokal masyarakat setempat, dan pembangunan ekonomi.

Kata Kunci: Sulawesi Tenggara; Pariwisata, Soft Power; Diplomasi Publik; Masyarakat Ekonomi Asean (MEA)

Abstract

This research aims at revealing the tourism potentials of Southeast Celebes as Indonesian public diplomacy to face Asean Economic Community. Indonesia is one of Asean countries that contributes to economic integration mentioned by Asean Economic Community. Asean Economic Community is free trade or single market activity among Asean countries that was agreed with goals to develop the economics of Asean countries. one of the Asean Economic Community vision is to make single tourism of Southeast Asian, and to improve the competitiveness the economy of Asean Countries. Therefore, each country of Asean must prepare themselves, to become a target market of another country. As the biggest one of maritime nation, Indonesia has many beautiful places for tourism and one of the best tourism is located in Southeast Celebes province. This province shows their potentials of tourism with the increase of tourist numbers every year. Moreover, Southeast Celebes is one of the ten priorities of Indonesian tourism destination. Therefore, Southeast Celebes tourism is able to become one of a mainstay to face Asean Economic Community. This research uses the qualitative methodology. The data were collected with observation, collecting, finding, library research and interpreting as technique of collecting data. The technique of data analysis uses descriptive analysis method. This research is based on Islamic worldview. The objective of the research is to analyze how the role of Southeast Celebes Tourism as an Indonesian Public Diplomacy in influencing public opinion toward national interest to face Asean Economic Community. Southeast Celebes potentials are able to be soft power asset of Indonesian public diplomacy. These potentials succeed in public diplomacy, and many foreigners are engaged in visiting to Southeast Celebes, and

the visitors increase every year. The increase of visitor affects to foreign exchange income, local business of local society, and economic development.

Keyword: Southeast Celebes; Tourism; Soft Power; Public Diplomacy; Asean Economic Community (AEC)

Introduction

Indonesia is one of the biggest maritime nation in this world consist of 17.000s islands, including island unknown and uninhabited. A lot of islands, cultures, and tribes made harmonic life with diversity and natural beauty on every island. In fact, Indonesia is a second nation which has a longest maritime line after Canada, i.e 95.000 Km that 14 percent from all over the world (Labusada, 2013). As a maritime nation, Indonesia has beautiful places as tourism destination such as some places located on southeast Celebes. Southeast Celebes has the maritime area that has potentials to be marine tourism, which is never exploited. Some islands on Southeast Celebes have beautiful and potential sea such us wonderful beach, beautiful corals reefs and fish.

Seeing potentials of Southeast Tourism, the government is seeking in the optimization of its potentials to promote and to increase visitors with the development of island resources potential and tourism events like festivals explained before. In addition, Dadang Rizki Ratman as development destination and tourism investment Deputy of the ministry of tourism Indonesia made one place on Southeast Celebes Wakatobi as one of ten developing strategy of tourism destination and investment. (Ratma, 2016)

National beautiful of Southeast Celebes has attracted the attention of tourist to visit Indonesia. In this few years, the visitors Southeast Celebes are increasing every year. In 2016 the visitors were increasing 19,5 person more than 2015. 22.380 people including 6.712 foreign tourist and other national tourists. (Murdaningsih, 2016)

In Asean Economic Community era, Indonesia can compete with tourism potentials. Asean Economic Community is free trade program established by the regional Asean Countries that eases export-import, services, and investments with low monetary capital. This program is planned to integrate economy of Asean regional in which every country competes and targetes in 2015 (Siswaningsih, 2015). This Program is making efficient and economic competitiveness in Asean countries According to Nimmi, Asean Economic Community is a single market with the economic competitive forum and economic development area (Zulbainarni, 2016). Actually, Asean countries must prepare themself to face Asean Economic Community

Every country has different potential in competition to face Asean Economic Community Indonesia as one of the biggest maritime nations, one of the sectors is ready to compete is tourism. It was believe that Indonesia has great potential in the sea that 100.000s km maritime line, many kinds of fish, and many kinds of coral reefs so tourism is the main instrument to face Asean Economic. The foreign exchange reserves of Indonesian Tourism are guaranteed. The Indonesian Tourism foreign exchange reserves are increasing every year and its growing up 7,2 percent. This increasing was higher than the average of world tourism that only grows up 4,7 percent every year (... , 2015). According to Mohtar Mas'oe (2014), the tourism sector is one of the biggest foreign exchange producer. The longer foreign visitors, the more they cost. As well, the more visitor, then prospering of the local community of tourism destination will improve such as transportation, tour packages, hotels, and others. Those are Indonesian potentials to face Asean Economic Community with the tourism sector.

In international relations perspective, the potentials of Southeast Celebes Tourism can become the vital instrument in public diplomacy approach. Tourism sector is Indonesian asset soft power in international relations. Public diplomacy is an effort to inform and influence the public society with influencing the good image. Mark Leonard (2002) stated that public diplomacy seeks to promote the national interest through understanding, informing and influencing foreign audiences.

The potential of Southeast Celebes Tourism that increases every year to attract foreign tourist is one of the successful of public diplomacy. As explained by Mark Leonard one of the public diplomacy goals is

“ Engaging people with one’s country (strengthening ties – from education reform to scientific co-operation; encouraging people to see us as an attractive destination for tourism, study, distance learning; getting them to buy our products; getting to understand and subscribe to our values)”.

This potential verified the effectiveness of tourism as the instrument of public diplomacy.

Based on explanations above, the researcher analyze the Potential of Southeast Celebes Tourism as Indonesian Public Diplomacy to Face Asean Economic Community (AEC) Era.

A. Southeast Celebes Tourism As Public Diplomacy

1. The Nature of Public Diplomacy

In Islam, the God created a human being with culture and tribes diversity to know one each other. The man was born cannot to chose where he will born. Like Allah Said in Holy Qur'an :

يَا أَيُّهَا النَّاسُ إِنَّا خَلَقْنَاكُمْ مِنْ ذَكَرٍ وَأُنْثَىٰ وَجَعَلْنَاكُمْ شُعُوبًا وَقَبَائِلَ لِتَعَارَفُوا ۗ إِنَّ أَكْرَمَكُمْ عِنْدَ اللَّهِ أَتْقَاكُمْ ۗ إِنَّ اللَّهَ عَلِيمٌ خَبِيرٌ

(13)

Means : *O mankind! Indeed We created you from a male and a female, and made you nations and tribes that you may identify yourselves with one another. Indeed the noblest of you in the sight of Allah is the most Godwary among you. Indeed Allah is all-knowing, all-aware .(Al-Hujurat:13)*

Every man emphasized to know each other (*ta'aruf*) or introduce himself to each other. The purpose Allah created man in the nation and tribes different is to know each other. Relations among nation is the needs of every nation, like the social life of human being.

Internasional relations are identical with term "Diplomacy" in its practice. Diplomacy is the art negotiating to achieve some interest. Diplomacy is undertaken by responsible for a nation called by a diplomat. Diplomacy has many kinds in its implementations such public diplomacy that not only carried by the government but not-government has the contribution to it. Public diplomacy has a level and steps in his proses that explained before, the following are public diplomacy step: Introduction, Increasing of Positive Appreciate, Engaging, and Influence.

The first step is Introduction, i.e. introducing image and especially of the nation to others. This is relevant to Allah's said mentioned before that *Lita'arofu* i.e. to know each other. When someone has good relations with a person, so he has a positive appreciation for each other (step of increasing positive appreciates). And that person will participate (step of engaging) to introduce his positive appreciation to another person again. and when this someone has any interest, it will easy in achieving (step of influencing).

a. Definition of Public Diplomacy.

The term of Diplomacy based on Yunani Word "*diploun*" it means folding. For a journey, everyone needs letters (passport) that print out on metal called by *diplomas* at roman empire. After years, this letter is not only a travel letter, but it is covered official documents related to agreements among the nation. And afterward, the term of diplomacy linked with international relations management and persons who are dabbling in its practice called by a diplomat. And then with the purpose of diplomacy is achieving any interest in peace conditions, term of diplomacy according to Earnes Satow that diplomacy is the ability of a person to succeed in international relations by negotiations. (Roy, 1991)

After years, diplomacy activity has changed and developed to adapt the international relations issues. Thus, traditional diplomacy which relies solely on states actor is assumed that is not effective in the achievement of diplomacies goals. This traditional diplomacy is usually known by term “*first track diplomacy*”. Besides government’s role in diplomacy activities, public’s role or non-states actor also needed for improving traditional diplomacy, thus was born term “*second track diplomacy*” or modern diplomacy that government and people have a role in the achievement of diplomacies goals. (Mapendere, 2002)

Traditional diplomacy or first track diplomacy was judged very stiff and too formal which relies on government to government relations. This diplomacy is normally used to end a war. In contrast to the second track, diplomacy function is to build a good relationship to others, to maintain a relationship of the country that has the same interest and seeking of national interest which involved public’s role such as people to people relations, government to people relations or vice versa. One of second track diplomacy is public diplomacy, diplomacy by promoting a positive image to public opinion and then, it can affect foreign people for seeking some national interest.

Public diplomacy rapidly grows as a solution of traditional diplomacy. In fact, traditional diplomacy is not quite relevant to solve international relations problems. Jeffrey said that traditional diplomacy has not been fully able to resolve conflicts, that is the reason why it was judged. This disadvantage caused public diplomacy as second track diplomacy becomes one of international relations problems solution. However, traditional diplomacy is not completely replaced by public diplomacy. It is the enhancements and the improvement to ease government in achieving diplomacies goals. (Hennida, 2010)

According to Paul Sharp, public diplomacy is a process of direct relations to the other nation’s people for reaching interest and expand values of its interest. Hans Tuch defined that public diplomacy as government’s effort to communicate with other nation’s people by understanding the ideas of state, institutions, culture, even the goals of state and its policies. (Mellisen, 2015). It can be concluded that public diplomacy is process diplomacy involving state actor and non-state actor in its activities to achieve the national interest with relationship building and communicate directly to other people to introduce the good image of the country.

b. Soft Power as an instrument of public diplomacy

One factor caused that make traditional diplomacy become not relevant is using of hard power as an instrument of diplomacy. *Hard power* is often in attempting national interest to another country by force such as military. Thus, came *soft Power* as its solution, i.e. attempt

of national interest achievement by friendly and coopt. Soft power is an instrument that used to attract other attention to do something that is desired without aware that they do. (Issundari, 2016)

According to Nye Soft, power is an ability to influence public opinion to something that is desired without coercion or money swag. (Ikenberry, 2004). Nye (2004) argued that soft power is an asset that attracts other nation like he said:

Soft power is more than just persuasion or the ability to move people by argument, though that is an important part of it. It is also the ability to attract, and attraction often leads to acquiescence. Simply put, in behavioral terms, soft power is attractive power. Soft power resources are the assets that produce such attraction.

Capabilities that influence this such cultural value, political ideas, policies, elements of the country that could become an attraction. Soft power is an instrument used in conducting public diplomacy, public foreign influenced by his own desire to contribute the achievement of its public diplomacy. Thus, it made the public diplomacy is more effective than traditional diplomacy.

c. Soft Power instrument in Islam

A variety concept in international relations, one of them is Public diplomacy. As explained previously it is diplomacy relies on soft power instrument that an ability to influence international society to support his interest without coercion and money. One of instrument soft Power is spread the propaganda through media such music, radio, newspaper, and others. The United States often spreads the propaganda through the film to launch the ideas, values, information in order to build an image so that influence international society in supporting of interest achievement. (Putra, 2013)

The spread of propaganda goals is making the society to do what something desired and building image or perception about the speeders desired. In order to achieve its propaganda, this idea or information in propaganda must be good regardless information content right or wrong, and the important is interest achieved. In contrast to Islam perspective that in the spread of information there is ethics and moral that uphold the truth like Allah said in Surah Al-Ahzab chapter 70-71:

يَا أَيُّهَا الَّذِينَ آمَنُوا اتَّقُوا اللَّهَ وَقُولُوا قَوْلًا سَدِيدًا (71) يُصْلِحْ لَكُمْ أَعْمَالَكُمْ وَيَغْفِرْ لَكُمْ ذُنُوبَكُمْ ۗ وَمَنْ

يُطِعِ اللَّهَ وَرَسُولَهُ فَقَدْ فَازَ فَوْزًا عَظِيمًا (72)

Means:

O you who have faith! Be wary of Allah and speak upright words. (71) He shall rectify your conduct for you and He shall forgive you your sins. Whoever obeys Allah and His Apostle has certainly achieved a great success. Al-Ahzab: 71-72)

In the spread of information, there are ethics and morals that established by Islam. The bads must be presented and the truth also must be presented. Allah has said that every man must spread the truth information and Allah is promising the glory to who do that according to his commandments. The human must believe that Allah's promise is exactly happening.

Ethics and morals in the spread of information in Islam rely on character (*Akhlaq*) values. *Akhlaq* is human being character in behaving, understanding the good behavior and the bads, knowing what should be done in social life, knowing human goals that must be pursued, and understand what should be done as a human being. (Haryanto, 2016). As well as the spread of information, Islam is required to base on noble character (*Akhlaq*).

B. Southeast Celebes Tourism as Indonesian Public Diplomacy

Public diplomacy is an activity of diplomacy that used in foreign political agenda. In implementation public diplomacy non-State actor has a role also with a state actor. As explained before that public diplomacy is attempting the national interest with soft power instrument by influencing foreign public without coercion. Sectors can be an instrument of soft power in public diplomacy, one of the sectors is tourism that has great attraction especially Indonesian tourism.

Tourism has activities that have persuasive values to attract foreign tourist. Tourism object consist of nature tourism, culture tourism, and manmade tourism. It was known that, Indonesia is famous with the greatest maritime nation and it has any cultural diversity. By looking of many kinds of Indonesia tourism, it has potentials as an instrument of soft power to attract and influence foreign tourist According to Wen and Duggan (2016), tourism sector is one source to increase and maintain the soft power, and this has been flanked by scientists of international relations that tourism has good role and effective in soft power and politics of country. According to Mark, public diplomacy is discussion about establishing relationship between countries. Good bad reputation of the country determines the success of public diplomacy process. Therefore, Indonesia with his tourism sector could count on it as an icon of public diplomacy.

Southeast Celebes has a variety of best destination for tourism. Values in the tourism are cultures, arts, history, craft, natural beauty, and others. In attraction of foreign people for

tourism, Southeast Celebes also has potentials which are not inferior to other areas in Indonesia that the number of foreign tourists is increased every year. In Addition, Southeast Celebes is one of best ten priority destination for Indonesian tourism.

Southeast Celebes tourism as soft power public diplomacy could play a role in attempting Indonesian national branding to introduce national identity to international society. After international society positive opinion is spread, the process of public diplomacy will be easy to achieve any international interest. The natural beauty of Southeast Celebes is dependable to describe and introduce national identity to international society. By seeing potentials of southeast Celebes tourism, its depend as soft power instrument of Indonesian public diplomacy.

C. Southeast Celebes Tourism to Face Asean Economic Community

Indonesia is one of Asean countries, preparation must be done by attempting to face the competition in AEC such fitting the product with best quality, human resources development and others. in Asean Economic Community competitiveness, every nation has an advantages and strengths as a mainstay to face this challenge. Indonesia has a variety of advantages and strengths that can be mainstay in face Asean Economic Community competitiveness, one of them is tourism sector.

One of a characteristic of Asean Economic Community vision is *Enhanced Connectivity and Sectoral Cooperation* i.e. to create an integrated economic that strong and sustainable by engaging sectors to be integrated in supporting the visions and goals of Asean Economic Community. One of the sectors is tourism, it has significant contributions for the prosperity of society economic. The best tourism destination is beneficial to the country, safety and security at tourism destination place is well, standard guide tourism, and advanced infrastructure.

Those the main visions of Asean Economic Community for tourism i.e. the first is increasing of tourism competitiveness in Southeast of Asia, there are steps are emphasized such us make promotion and marketing is intensively in Southeast Asia, attempting to create tourism product more diverse, attracting tourism investor, increasing capacity and capability of human resources, infrastructure improvement, and transportation facilities development.

And the second is to maintain tourism in order to remain sustainable and inclusive, their steps are keeping of local society and public participation to keep it together and interconnected in tourism levels upgrades, ensuring safety and security, prioritize to keep or

protect cultural heritage, responsiveness improvement to environmental protection and climate change.

According to main visions of Asean Economic Community for tourism, Indonesia challenged to develop tourism sector then able in other countries competitiveness. Indonesia is a marine nation that has beautiful places and potentials as a tourism destination in the face the Asean Economic Community, one area that potentials is located in Southeast Celebes as explained before that Southeast Celebes has potentials in the tourism sector which not less beautiful other places.

To participate on of Asean Economic Community, many efforts have established by the government to compete with other countries. southeast Celebes tourism product is emphasized more variety and diverse so that have suitable for tourist attraction. Therefore, the potential of Southeast Celebes could compete in Asean Economic Community. Several efforts of Southeast Celebes government in order to face this competitiveness:

1. Tourism destination and industry development

The development of tourism destination was attempted by tourism attractions building, infrastructure building, provision of public facilities, and society empowerment. With tourism destination and good services, tourism will be improved. Therefore, tourism industries are built to support the strengthening of tourism industry structure, to increase of tourism product competitiveness, strengthening of tourism business expansion, to create of business credibility, and to protect of environment responsibility development.

Southeast Celebes government was established more efforts to develop tourism industry and destination. There are Bokori Bahteramas Island rebuilt, dive center Wajo market rebuilt at Buton Regency for underwater tourism optimization, facilities structuring on the Summit of Toliamba Wakatobi, other development facilities. (Dispar Kendari, 2015)

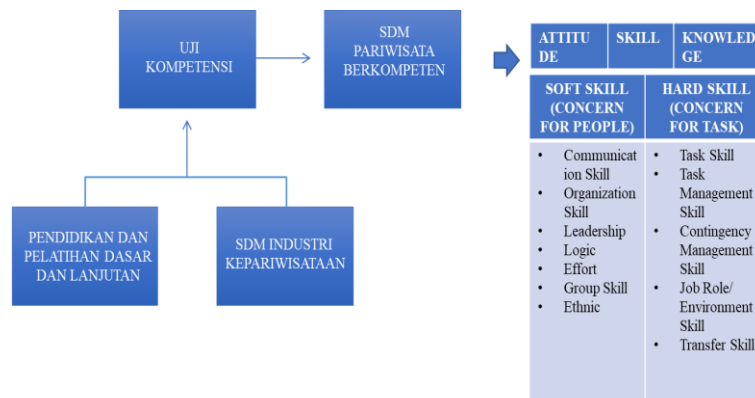
The improvement of product tourism can be reviewed by the number of tourists. Every year, the number of tourists is increased including foreign and national tourist. The number of tourists is increased to 377,85% or 3.661 peoples on 2008 became 17.494 peoples in 2016. This increasiry showed positive results from an effort of the tourism industry and destination development in Southeast Celebes. (Dispar Kendari, 2016)

2. The human resources of tourism improvement.

On the other hand, human resources of tourism improvement have a role in developing the tourism quality to face Asean Economic Community competitiveness. The Indonesian government has made a decision SKKNII as module teach for tourism guide, the following: *“SKKNI adalah rumusan kemampuan kerja yang mencakup aspek Pengetahuan (knowledge),*

Keterampilan dan/atau Keahlian (skills) serta Sikap kerja (attitude) yang relevan dengan pelaksanaan tugas dan syarat jabatan yang ditetapkan sesuai dengan ketentuan peraturan perundang-undangan yang berlaku”. (Kemenperin, 2016)

To improve the human resources quality, the government held workshop on tourism basic teaching to empower local society and certification of competency with adjusting institution of professional certification in tourism. There is the process of human resources certification:



Catatan : Untuk Soft Skills ditambah penguatan bahasa asing, Informasi Teknologi, dan Manajemen.

Source: Pembangunan Kelembagaan Kepariwisata

Figure 1. Process of Tourism Human Resources Certification

In improving tourism to be qualified, it is not only focus on tourism object development, but improvement of human resources quality as tourism guidance has an important role in order to improve tourism sector. To face Asean Economic Competitiveness, tour guide including services and facilities even traveling guide must have standardization. Each of tourist needs a service and guide to make easy their visit, to make them satisfied thereby attraction will be embedded to tourist. The role of tour guide determines the effect of tourist visit. Because, they are the first who tell the information, services, and other necessary to the tourist. (Riani, 2017)

Asean Economic Community has goals to create Southeast Asia tourism as single tourism with facilities standardization, services, security and other terms. Then each country of Asean must be able for preparation to face Asean Economic Community. Potentials of Southeast Celebs as one of factor that support Indonesian tourism sector has a role. It should be prepared the improvement of tourism quality. Infrastructure development and human resources development with professional standardization will improve the tourism sector.

D. Indonesian Public Diplomacy Through Potentials Of Southeast Celebes Tourism To Face Asean Economic Community

1. The process of Southeast Celebes tourism sector as public diplomacy to face Asean Economic Community.

In the previous chapter, it has reviewed the subject of research that tourism as instrument soft power of Indonesian public diplomacy. It has been reviewed that tourism sector become one of a mainstay in the face of Asean Economic community as the object of this research. Thus, on this chapter will review the result of research using the theory, analysis of Indonesian public diplomacy through potentials of Southeast Celebes tourism to face Asean Economic Community.

a. Tourism sector of Southeast Celebes as Asset soft power Sektor of Indonesian public diplomacy.

Public Diplomacy is an action of diplomacy that was attempted by ability and power of influencing foreign society to support what is desired without coercion and payment. It takes a subject that is very interesting and powerful to influences foreign society such tourism sector. It is called soft power. The tourism sector has proven by the number of tourist to Indonesia that are increased every year. *Soft Power* has a role in national branding to a foreign society. National reputation determines the power of ability and power to influence other nations. Indonesian tourism sector has a good attraction with a lot of beautiful places. Each tourist of Indonesia will be embedded positive appreciation and good opinion within themselves by the unique and beautiful of Indonesia.

Indonesian tourism sector has several eminent of tourism destinations. One of them is located in Southeast Celebes province. This province has great potentials for tourism that not inferior to other provinces of Indonesia. Southeast Celebes has excellence in nature tourism such marine tourism, sea tourism, and underwater tourism, one of the best spot is a Wakatobi national park. In this destination, tourist will enjoy the beautiful views underwater directly with diving or snorkeling facilities. Furthermore, this province has a standard of tourism international, such fortress of Buton as the largest fortress in this world.

The potentials of Southeast Celebes tourism makes foreign tourist become familiar with a positive perspective and good opinion. This shows that Indonesian tourism especially Southeast Celebes tourism has a role as asset soft power for Indonesian public diplomacy.

b. Tourism Destination Development and Human Resources Tour Guide Quality Improvement as Asset Soft Power Indonesian Public Diplomacy to Face Asean Economic Community.

Indonesia has a contribution in agreeing Asean Community. Then Economic integration in Asean regional was established. Indonesia must make the best preparation to face this competition of single market or free trade agreement. Each country of Asean will compete when a country is not aware to this challenge. Then, that country has been the state consumer of other country products. Many things are agreed in Asean Economic Community, one of the agreement is conduct for tourism sector that the *Blue Print* plans to build single tourism of Southeast Celebes with a quality standard such security, services, facilities, comfort, and others.

In the face of Asean Economic Community, Southeast Celebes government has attempted many policies to support the development of tourism quality such tourism destination building, tourist attraction standardization, quality improvement of human resources for a tour guide, and other policies. The province of Southeast Celebes is one of the Indonesian priority for tourism so that Indonesian government works harder for the development of Southeast tourism. The infrastructure of tourism destination building and the improvement of human resources in the tourism sector, are efforts of Southeast Celebes tourism government to face Asean Economic Community Competitiveness.

As explained before, public diplomacy divided into two implications, both are public diplomacy as subject and object. Public diplomacy as the object could describe with the wonderful of tourism as a tourist attraction. Then, the second public diplomacy as subject such in the tourism sector, that local society of tourism destination has a role in public diplomacy implementation such become a tour guide. The tour guide is the first man who introduces and inform about a tourism destination such facilities, services, story about culture and others need of tourist. The good or the bad of tourist impression is determined to tour guide service, if it was good in the guide, it would make positive perspective of a tourist.

Islam was advised to someone as host to entertain guest as best as possible. For the development of Southeast Celebes tourism, as one of the way to improve quality of tourism is human resources quality. Then it must be prepared as best as possible. According to the primacy of entertain of guest, Islam was explained on prophetic tradition, Rasulullah SAW said:

وَمَنْ كَانَ يُؤْمِنُ بِاللَّهِ وَالْيَوْمِ الْآخِرِ فَلْيُكْرِمْ ضَيْفَهُ (رواه البخاري ومسلم)

Means:

Whoever believes in Allah and hereafter, then let him glorify his guest". (Bukhari no. 6018, Muslim no. 47)

Thus, the infrastructure of tourism destination construction and improvement of tourism guide quality have an important role in the tourism sector for preparation of Indonesia to Face Asean Economic Community even Islam perspective also calling for it. With that effort of Southeast Celebes ready for a fight the Asean Economic Community.

2. The Effectiveness of Indonesian Public Diplomacy Through Potentials of Southeast Celebes Tourism to Face Asean Economic.

After reviewing of potentials of Southeast Celebes tourism to face Asean Economic Community, its potentials are suitable to become soft power asset of Indonesian public diplomacy. those potentials are relevant with public diplomacy steps and level. As explained in the previous chapter, that public diplomacy has steps in this process which the output is influencing. The following are public diplomacy steps with the effectiveness of Southeast Celebes tourism:

a. The organize of tourism international event (*Step Introduction*)

In promoting the potentials Southeast Celebes tourism many kinds of culture, government the local community of tourism destinations organize many tourism events together. Each event consists of ethnic arts performance, cultures carnival, culinary festival, competition, and others attraction. Furthermore, in attempting the promotion of Southeast Celebes tourism, the government also participate the international event such participation of Southeast Celebes government in NATAS (*National Association of Travel Agent Singapore*). The Government of Southeast Celebes has held 12 tourism events at 2012, 17 events in 2013, 20 events in 2014, 16 events in 2015, and 14 events in 2016. (Dispar Kendari, 2017)

Efforts of tourism promotion potentials are relevant with the first step of public diplomacy process, that is an introduction. According to Mark Leonard (2002) "*Increasing people's familiarity with one's country (making them think about it, updating their images, turning around unfavorable opinions)*" this phase, government and the local community of Southeast Celebes introduce the tourism in the territory to the international society.

Islam was encouraged in social life to know each other (*ta'aruf*). this is what has been told in Surah *Al-Hujurat* that the reason why male and female created, to have many tribes, and have nationality diverse are to know each other. The great start to begin diplomacy with *Ta'aruf*, after knowing each other nicely then a good relationship will be created. This good relation would make things easier when the problem come up. In the phase of introduction,

Southeast Celebes tourism as Indonesian public diplomacy is a first great step to continue next level.

b. Prosperity of local Society (*Step Increasing Positive*)

After first step of introduction to the tourists, it will be give positive reaction from them for their interest to Southeast Celebes potentials. There will be more tourist that visit to Southeast Celebes for tourism. With the increase of visitor to Southeast Celebes, the prosperity of local people will increase. The society will make the preparation of tourist welcoming such as homestay, inn, motel, tour guide, and others. In 2008 there are 218 business unit, 2.496 rooms, and 3.894 beds. There are increased more than 100% in 2016. Here the development of Southeast Celebes business unit since 2008-2016:

Tabel. 1. Sector Condition of Southeast Celebes Business Unit

| Years | Hotel | | | Years | Hotel executive | Others accommodation |
|-------------|----------------|-------|------|-------|-----------------|----------------------|
| | Business units | Rooms | Beds | | | |
| 2008 | 218 | 2496 | 3894 | 2008 | 39,65 | 34,67 |
| 2009 | 246 | 2874 | 4329 | 2009 | 36,10 | 32,86 |
| 2010 | 265 | 3389 | 4918 | 2010 | 41,89 | 33,18 |
| 2011 | 265 | 3389 | 4918 | 2011 | 52,77 | 33,25 |
| 2012 | 347 | 4813 | 6597 | 2012 | 52,90 | 33,82 |
| 2013 | 409 | 5823 | 7729 | 2013 | 48,91 | 32,21 |
| 2014 | 415 | 5920 | 7838 | 2014 | 38,32 | 27,42 |
| 2015 | 428 | 5920 | 7838 | 2015 | 39,23 | 24,86 |
| 2016 | 437 | 6598 | 8656 | 2016 | 38,36 | 24,95 |

Source: Dinas Pariwisata Sulawesi Tenggara 2017

The amount of tourist will give a positive impact for the prosperity of local society as the provider of tourist help and guidance. Tourist arrival is the form positive appreciation, that results from the first step. According to Mark Leonard (2002) this phase is call by *increasing appreciation positive* “*Increasing people’s appreciation of one’s country (creating positive perceptions, getting others to see issues of global importance from the same perspective)*”

Local society of Southeast Celebes as a host and the tourist as a guest. In Islam, each Muslim as host must respect their guest. Said in prophet tradition before regarding respect a guest. Local people as a host need to give the best service to the tourist then prosperity of

local community will be received as reciprocity. In Islam also has been teaching that one way to increase sustenance (*rezeki*) with hospitality (*silaturahmi*). Said in prophet tradition:

مَنْ أَحَبَّ أَنْ يُبْسَطَ لَهُ فِي رِزْقِهِ ، وَأَنْ يُنْسَأَ لَهُ فِي أَثَرِهِ ، فَلْيَصِلْ رَحِمَهُ

(رواه البخاري)

Means:

“Whoever wants much *rezeki* and longevity, shall expand the *silaturahmi*” (HR. Bukhari)

c. The increase of tourist (*Step Engagement*)

The thirds step is engagement phase, increasing approach and engagement. Regarding Mark Leonard In this phase foreign society will be attracted to a country such as make a cooperation in a student exchange. Foreign society will see it as a thing that attracts with values like tourism attraction. This phase is relevant to the amounts of visitors that came up to Southeast Celebes that increased every year. The number of tourists is showing that how attractiveness of the visitors about Indonesian tourism especially Southeast Celebes tourism. here are significant condition of Southeast Celebes tourist:

Table.4.2. The Increase of Southeast Celebes Tourists

| Years | Foreign Tourist | National Tourist | Amount |
|-------|-----------------|------------------|-----------|
| 2008 | 3,661 | 1,288,189 | 1,291,850 |
| 2009 | 2,169 | 1,495,491 | 1,497,660 |
| 2010 | 9,949 | 1,547,144. | 1,557,093 |
| 2011 | 4,966. | 2,119,721. | 2,124,687 |
| 2012 | 14,725 | 2,061,536 | 2,076,261 |
| 2013 | 16,097 | 2,300,603 | 2,316,700 |
| 2014 | 15,986 | 2,311,310 | 2,327,296 |
| 2015 | 16,859 | 2,346,733 | 2,363,592 |
| 2016 | 17,494 | 2,392,260 | 2,409,754 |

Source: Dinas Pariwisata Sulawesi Tenggara 2017

Based on the table, a was known that the number of tourists are increased because the quality of services and providers are better than before. The satisfied tourist will invite their friend for other visits. Therefore, as a tour guide for visitor must be professional in services. Islam, to become professional, behaviors of Rasulullah can be a basic of professionalism. Behaviors of Rasulullah; honesty (*Shiddiq*), responsibility (*Amanah*), communicative (*tabligh*), and smart (*fathanah*)

d. Economic development (*Step Influencing*)

Tourism sector has a role on economic development. According to government that (Alamsjah, 2016)

“Pariwisata penyumbang Produk domestik Bruto, Devisa dan Lapangan Kerja yang paling mudah dan murah. Pariwisata menyumbangkan 10% PDB nasional, dengan nominal tertinggi di ASEAN. Sektor pariwisata Peringkat ke-4 penyumbang devisa nasional, sebesar 9,3% dibandingkan industri lainnya. Pertumbuhan penerimaan devisa pariwisata tertinggi, yaitu 13%, dibandingkan industri minyak gas bumi, batubara, dan minyak kelapa sawit yang pertumbuhannya negatif. Dan sector pariwisata merupakan Penyumbang 9,8 juta lapangan pekerjaan, atau sebesar 8,4% secara nasional dan menempati urutan ke-4 dari seluruh sektor industri.”

Regarding potentials of economic development, potentials of tourism will give a contribution and take lead in this development. Southeast Celebes get Gross Regional Domestic Product (PDRB), regional income by selling services and products that were created by local society itself. (Sultrabps, 2017) The income of tourism sector can be seen through the increasing of accommodation provider like hotel business. it already gives contribution 364.024,29 income PDB in 2012 and increased 24% become 454 959 (Sultrabps, 2016). In addition, the tourism sector is one the largest producer of foreign exchange to Indonesia such Wakatobi as one of Southeast Celebes county, it contributes foreign exchange from tourism sector amount 3,315,000 US\$ in 2013. Foreign exchange earnings are influenced by how long foreign tourist travel in one tourism destination. In statistic data of Southeast Celebes tourist average in a day is 2.19. As long the visitors stay in a country, it will make the income will be much more. This is supported by the increasing of Southeast Celebes tourist every year.

The potentials of Southeast Celebes with the attractiveness of tourist is already better, it caused these potentials become asset soft power of Indonesian public diplomacy. It contributes to Indonesian public diplomacy to face Asean Economic Community competitiveness. As explained above the effectiveness of tourism sector as public diplomacy can give prosperity of local society and economic development.

Conclusion

To face Asean Economic Community by relying on Southeast Celebes tourism sector as soft power of Indonesian public diplomacy, there are the effort of government and society as the theoretical framework of this research (implication of public diplomacy);

1. The development of industry and destination tourism (public diplomacy as object).
2. The improvement of human resources. (public diplomacy as subject)

Then the result of analyzing with another theoretical framework (process of public diplomacy):

1. The organization of tourism international event (Step Introduction)
2. Prosperity of local society (Step Increasing positive appreciation)
3. The increase of tourist number (Step Engagement)
4. Economic development (Step Influencing)

Those are the result of research analysis then the researcher used Islamic concepts such as guest reception in Islam, professionalism in Islam, *lita'arofu* means, *silaturahmi* for increase of income, and other values.

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