

INDOFAIR PROGRAM IN SURINAME FORM OF INDONESIAN CULTURE PROMOTION

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Abstract. Indonesia is a country that has a religious culture, especially the Javanese culture. Javanese in Indonesia is the largest tribe with a large number of followers, not only Indonesia but also countries namely Suriname also has a population with a Javanese tribe with a large number. Because of the cultural closeness between Indonesia and Suriname many programs have been carried out to continue to enhance bilateral relations, one of which is the Indofair program. The Indofair program is a program created by Indonesia with the aim of further introducing Indonesian culture and with this it is expected to be able to increase Indonesian tourism. The Indofair program is one form of Indonesia's soft power practices carried out in the form of culture.

Keywords: Indofair Program; Soft Power; Public Diplomacy; Indonesia-Suriname

I. INTRODUCTION

Indonesia is a country that is rich in local culture and wisdom. Local wisdom in the cultural system in Indonesia is reflected in religious diversity, ethnic, diversity of languages. The majority of the religions adopted by the Indonesian people are Islam. There are more than 250 ethnic groups, with the majority of the population being Javanese. According to PODES 2014, it was seen that 71.8 percent of villages in Indonesia had a composition of residents from several ethnic groups. This shows that ethnic diversity in villages in Indonesia is quite high. The language used in everyday life both at home and in the surrounding environment is the local language. From the 2015 SUSENAS MSBP data, it can be seen that the language most frequently used by residents in the association (Workplace / School / Environment) is the Regional Language, which is used by 58.95 percent of the population. (Center for Education and Culture Data and Statistics (PDSPK) Ministry of Education and Culture of the Republic of Indonesia: 2016).

The majority of the Indonesian population are Javanese, so it's no wonder we often find Javanese cultural art exhibitions or historic relics of the Javanese kingdom. Java is an island in Indonesia with a population of 136 million, this island is one of the most populous areas in the world. This island is inhabited by 60% of Indonesia's population. To the extent that the Javanese tribe not only spread across Indonesia but also crossed the boundaries of Indonesia's sovereignty, namely the country of Suriname.

Suriname (Holandesia) is one of the five regions of Guyana, which according to the fictional story "El Dorado" is an area rich in gold, thus becoming a struggle for the Netherlands and France. Indonesia and Suriname have closeness, namely the same as the Dutch colonies. The emergence of Javanese in Suriname began when the Dutch made large-scale plantation projects. There are plantations of sugar cane, coffee, cotton, oranges, bananas, rice, coconuts, and so on.

To work on the big project, the Netherlands recruited large-scale contract workers from Africa, India, and Java (Indonesia). They were forcibly employed on these plantations. From Indonesia alone, approximately 33,000

people from Central and East Java were transported to Suriname in 1890 - 1939. The first wave of labor dispatch was departed from Batavia (Jakarta) on May 21, 1890, with the SS Koningin Emma. This long-distance cruise stopped in the Netherlands and finally arrived in Suriname on August 9, 1890. The second wave of 614 people arrived in Suriname on June 16, 1894, with the SS Voorwarts.

With the placement of a representative office of the Indonesian government in the country of Suriname, it has unified the relations of kinship between the two countries, with the historical background of the country of Suriname which has Javanese descent making it something that can create steps in implementing bilateral cooperation relations. Indonesia, which is still considered an old brother of Suriname, due to the existence of Javanese people who are indigenous to Suriname, provides its own way out for Suriname. To continue to improve relations and gain benefits for both parties, Indonesia made a program namely the Indofair Program.

The Indofair program is held as an annual activity of the Indonesian government as a concrete step in efforts to enhance cooperation between countries through an international exhibition, the Indonesian government by using Government to Government measures which will also be able to provide or increase export activities to South America and the Caribbean. On the other hand, the Indonesian government directly plays an important role in promoting Indonesian art and culture through export products which are exhibited in the event with the aim of increasing tourist visits to Indonesia and giving a large role in maintaining Indonesian arts and culture, especially Javanese culture in Suriname.

In writing this paper the author will discuss the Indofair program as a form of soft power and Indonesian cultural diplomacy towards Suriname.

II. BASIC THEORY

A. Soft Power Joseph Nye

Joseph Nye coined the term "soft power" to describe a country's ability to attract and persuade. In contrast to hard power which is the ability to force out of a country's military

or economic strength, soft power appears with its culture, political ideals, and policies.

The ability to set preferences tends to be associated with intangible assets such as culture, values and institutions, and policies that are seen as legitimate or have moral authority. Soft power is more than just persuasion or the ability to move people with arguments, even though that is an important part of soft power. This is also the ability to attract, and attraction often leads to agreement. Simply put, in terms of soft power behavior is an attraction. In terms of resources, soft power resources are assets that produce this attraction. Soft power uses different types of currencies (not strength, not money) to generate cooperation - attraction to shared value, commitment and obligation to contribute to achieving those values (Joseph S. Nye: 2004).

The soft power of a country can be carried out in three forms (Joseph S. Nye, 2004): i.e. culture (other people's interest in interesting historical places), its political values (things that affect life at home and abroad) and its foreign policy (seen as a legitimate rule and having moral authority.) Culture is a set of values and practices that create meaning for society, this has many manifestations to distinguish between high cultures such as literature, art, and education, which appeal to the elite, and popular culture, which focuses on mass entertainment. When the culture of a country incorporates universal values and its policies promote the values and interests shared by others, it increases the likelihood of getting the desired results because of the relationship of attraction and the task it creates. Narrow values and parochial culture tend to produce soft power.

In general, the nature of soft power is an attraction and agenda setting, which gives rise to primary actions in the form of values / norms, culture, policies and institutions, which in turn judge government policies in the form of public diplomacy and bilateral and multilateral diplomacy.

B. Public Diplomacy - Cultural Diplomacy

Public diplomacy, in general, is an effort to achieve the national interests of a country through understanding, informing, and influencing foreign audiences. (Maulana Luqman Firdaus). By way of contributing to interactions that were previously government relations. Where the ultimate goal is for the international community to have a good perception of a country, as a social foundation for relations and the achievement of broader interests. And to complement the public diplomacy of a country is continued by doing cultural diplomacy, meaning that a country reaches its national interests through cultural instruments. Culture is used as a tool to promote, inform and campaign for what is owned by a country.

III. DISCUSSION

A. Diplomatic Relations between Indonesia and Suriname

Bilateral relations between Indonesia and Suriname began in August 1951, when Suriname was still under the Dutch colonial rule, by opening a representative office at the level of the Commissariat in Paramaribo. The office of the commissariat from 1958-1964 was closed due to the weakening of relations between Indonesia and the Netherlands. In 1964 the Indonesian government reopened its representative in Suriname at the level of the Consulate General. Relations between Indonesia and Suriname have

increased since 1975 after Suriname gained independence from the Netherlands, with the opening of the representative of R.I at the Embassy level.

Good relations to the two countries are marked by mutual visits between the two leaders. On May 11-14, 1994, the President of Suriname Ronald Venetiaan paid a visit to Indonesia and Indonesian President Soeharto paid a visit to Suriname in 1995. On October 14-17 1997 the President of Suriname Wijdenbosch visited Indonesia at the invitation of President Soeharto. In March 2001, Suriname's Minister of Social and People's Welfare Paul Salam Somohardjo visited Indonesia. On November 13-15 2001 the delegation of the DPR-RI led by Soetardjo Soerjoguritno visited Suriname, and in August 2002 a delegation from the Suriname Parliament visited Indonesia. In addition, the Indonesian Government once contributed funds for the 2000 Suriname election of US \$ 20 thousand.

Economically, Suriname's domestic needs are mostly met through imports, because the production sector is underdeveloped. Indonesia's export commodities to Suriname are textiles, apparel, furniture, household appliances, plastic equipment, shoes, food, spices, and musical instruments. Whereas from Suriname in the form of crude fertilizer, fresh and dried fruits.

Trade relations between the two countries are still faced with various obstacles, including the lack of direct contact between Indonesian-Suriname entrepreneurs, distance, the absence of direct shipping relations, and the presence of rivals from countries in the Caribbean, South America, Africa and Asia (especially Japan, China, India). Usually, Suriname businessmen make direct trade contacts to Indonesia while taking advantage of the holiday period.

The opportunity to improve trade relations to the two countries is a fairly good business of Indonesian (Javanese) food. There is fanaticism of Surinamese Javanese descendants towards Indonesian products. The traditional market share of Indonesian products is still quite large. There is a desire to take Indonesian workers, who are seen as quite diligent and not demanding. Meanwhile, Suriname's investment in Indonesia is still not possible. More likely is Indonesia's investment in Suriname, especially in the timber sector. The only investment in Indonesia is in the field of forestry by NV Musa Indo Suriname since 1992. But since 2001 it has stopped because of running out of funds.

Furthermore, in terms of socio-culture, the cultural closeness between Indonesia and Suriname has historically provided a distinct advantage for Indonesia. Socio-cultural activities are carried out through various events, held in collaboration with the local government and with various non-governmental community organizations, including VHJI (Vereniging Herdenking Javaanse Immigratie / Unity Commemorating Immigration of Javanese in Suriname), Indra Maju, Putri Mardi Bekso, Kartika Culture, Jot Dancer and other ethnic cultural organizations from Suriname.

The Indonesian Embassy has also actively fulfilled invitations from the Suriname government to fill Indonesian cultural arts attractions on various occasions, such as fundraising events by social organizations led by the First Lady, NY. Liesbeth Venetiaan.

Besides that Suriname also actively sends students to be able to participate in various education and training

programs (training) in Indonesia, such as the education program, GNB post-graduate scholarships, and the help of art-culture teachers. Suriname is considered as the younger brother of Indonesia, in an effort to empower information and promotion, good contacts have been established between the Indonesian Embassy and the local mass media. In Suriname, there are 4 Dutch-language newspapers and 1 English-language daily, 13 television stations (8 use Dutch, 3 Javanese, and 2 Indian languages), 18 radio stations (10 use Dutch, 5 Indian languages, and 3 Javanese).

This contact is continuously enhanced through cooperation in various activities in an effort to promote a positive image of Indonesia, dissemination of information on the development of the Poleksosbudpenhankam Indonesia and the publication of mission and diplomacy activities organized by the Indonesian Embassy.

Completing Indonesian language news broadcasts on Pertjajah Luhur Radio (FM Stereo 95.3) Indonesian program Greeting every Sunday at 07.00 - 08.00. The broadcast material was prepared by the Indonesian Embassy in Paramaribo. News readers are conducted in turns by the DWP-Indonesian Embassy Paramaribo mothers and begin to try the best graduates of the Indonesian Language course (Surinamese, Javanese descent).

The cultural closeness between Indonesia and Suriname. With the placement of a representative office of the Indonesian government in the country of Suriname, it has unified the relations of kinship between the two countries, with the historical background of the country of Suriname which has Javanese descent making it something that can create steps in implementing bilateral cooperation relations. Indonesia, which is still considered an old brother of Suriname, due to the existence of Javanese people who are indigenous to Suriname, provides a way out for Suriname in terms of receiving assistance and fulfilling all forms of cooperation that function in the country's development. Blood relations and the history of the two countries can be formed and can facilitate all types of cooperation that have been carried out and are still in the program planning process.

Suriname as one of the countries with the largest number of Indonesian diaspora in the world is a country that needs to continue to improve its bilateral relations with Indonesia. The population of Javanese descent in the country of Suriname which reaches more than 70 thousand people (around 15% of the total population of Suriname as many as 538,200 people) is a strategic asset in the bilateral relations of the two countries in terms of political, economic, social and cultural. In addition, the high per capita income (reaching USD 9,000) can be a strategic market for marketing Indonesian products. Despite having a relatively small population, Suriname has the potential to become a hub for more than 16 million Caricom (Caribbean Community) markets in the Caribbean region (Government Agency Performance Report (LKJ). KBRI Paramaribo Budget Year: 2015).

In Suriname there is Gedung Sana Budaya used as a means for Surinamese Javanese people to hold various activities, such as discussions, dance exercises, gamelan music, angklung, arumba, and wayang kulit performances, so that they can preserve Javanese culture and manners. Gedung Sana Budaya was pioneered in stages through the

assistance of President Soeharto who was delivered through the Indonesian Coordinating Minister for People's Welfare (Alm) Soepardjo Roestam on the occasion of a visit to attend the 100th anniversary of the immigration of Javanese people to Suriname. The President of the Republic of Indonesia then provided assistance to complete the construction of the pavilion in 1995 (The Republic of Indonesia in Paramaribo. The Republic of Suriname).

B. *The Indofair Program is a form of soft power and Indonesian public diplomacy*

As Joseph Nye said in his book entitled "soft power, the means of success in world politics", soft power is an ability possessed by a country to persuade and attract other countries (government to government) or other people (government to people) with the aim of achieving national interests, both with instruments of argument or assets that do not look like culture. Soft power will then produce public diplomacy and diplomacy between countries both bilaterally and multilaterally. Bilateral diplomacy is diplomacy carried out by two countries, one example being Indonesia and Suriname.

Indonesia and Suriname have had bilateral relations since August 1951, and for more than half a century many diplomatic relations have been carried out by the two countries, one of which is the Indofair program. The indofair program is routinely conducted by Indonesia in Suriname even though it is not too seen by the media. In indofair's activities, many Indonesian special art exhibitions are exhibited, and this is the invisible asset mentioned by Joseph Nye, besides that, there are also many Indonesian products and food products.

When mentioning that the Indofair program is a form of soft power, it is necessary for Indonesia to implement its soft power form. The three forms are **culture, political values, and foreign policy**. Culture referred to in soft power is referring to places in other countries that invite admiration from other parties. The Indonesian culture displayed in the Indofair program is very diverse, especially Javanese culture, ranging from dances, folk songs, puppet shows, and other arts. The cultural exhibition conducted by Indonesia in Suriname aims to gain interest from Surinamese or other countries towards Indonesian culture, which later will have the desire to visit places related to that culture such as temples, museums and so on that this too has an impact on increasing the number of Indonesian tourism.

The nature of soft power is an attraction and agenda setting, which gives rise to primary actions in the form of values /norms, culture, policies and institutions, which in turn produce government policies in the form of public diplomacy and bilateral and multilateral diplomacy.

The soft power displayed by Indonesia through the Indofair program further enhances bilateral diplomatic relations between Indonesia and Suriname. Besides that in the Indofair program, besides being shown a lot of Indonesian culture and arts, there are also many exhibited Indonesian products, this gives thoughts to Surinamese people that Indonesian products can be said to be marketable, this is a small form of public diplomacy to achieve national interests indicated by Indonesia.

C. Benefits obtained by Indonesia from the Indofair Program

The Indofair program is an integrated promotional activity to introduce Indonesia in terms of trade, culture, and information. The implementation of an integrated promotion carried out by the Indonesian government at the Indofair exhibition featured export products made in Indonesia which would later be expected to invite or attract the attention of foreign investors to work together in investing their capital in Indonesia. This can also be seen from visitors to the Indonesian booth, who are keen on the tendency of the Caribbean and South American people to be interested in choosing Indonesian products because the quality is better than other important Asian products. However, from the implementation of the event, it was only at the 2006 Indofair event which received an increase in responses from Indofair visitors.

Besides that, there is an impression on many people that Indonesian products are quite "marketable" to be marketed in Suriname and the Caribbean. So that this is expected by the Indonesian government in opening up opportunities to further strengthen cooperation later, and be able to invite the attention of investors to be willing to open opportunities for cooperation in Indonesia.

As seen in the Indonesia integrated single promotion exhibition, Indofair 2008 in Kompleks Sana Budaya Paramaribo, Suriname, October 26-November 3, 2008 organized by the Ministry of Foreign Affairs and the Indonesian Embassy in Suriname. The exhibition has a significant influence to increase Indonesia's exports, not only in Suriname but also to South America and the Caribbean. This exhibition is considered to be an activity that is mutually beneficial for both countries and is part of efforts to improve bilateral relations between the two countries. Since the last three years, Indonesia's exports to the South American and Caribbean regions have continued to increase.

A culture does not develop inside but develops out, because the culture is one of the places of exchange and also gives all possibilities for the existence of relations with progress and usability. Just as what the Indonesian government did in organizing the Indonesian cultural festival accompanied by the opening of Indofair was a tool used by Indonesia as a means of cultural diplomacy in achieving the goals Indonesia wanted in the cooperation of the two countries or increasing cooperation in the South American and the Caribbean improve the welfare of the Indonesian economy. As we know before, that cultural diplomacy can be done by anyone and cultural diplomacy itself is one of the soft power ways that can be done in increasing international cooperation (Various forms of Indonesian-Suriname cultural cooperation in cultural diplomacy. Note: n.d.).

IV. CONCLUSIONS

The Indofair program is an integrated promotional activity to introduce Indonesia in terms of trade, culture, and information. The implementation of an integrated promotion carried out by the Indonesian government at the Indofair exhibition featured export products made in Indonesia which would later be expected to invite or attract the attention of foreign investors to work together in investing their capital in Indonesia. Indofair is a program created by the Indonesian Embassy in Paramaribo to continue to increase its bilateral relations with Suriname, considering that Indonesia is an old

brother of the country of Suriname, besides that the holding of the Indofair program held by Indonesia has many advantages, including:

1. Indonesia is able to introduce its culture, namely Javanese culture which is also a culture of the indigenous people of Suriname, so there will be many tourists who are interested in visiting Indonesia to find out more about all cultures in Indonesia, and this will certainly improve the Indonesian tourism sector.
2. Through the Indonesian Indofair program the opportunity to introduce Indonesian cuisine, and prove that Indonesian products are quite marketable in foreign markets.
3. In the Indofair program there are quite a lot of parties involved, especially the IKM because in this program they get the opportunity to introduce their products, which will also affect the increase of Indonesian exports and bilateral economic relations.

The most important thing is that Indofair is a means of Indonesia to promote Indonesian culture, especially Javanese culture, with the display of regional dances and puppet shows in the program, which Indonesia will later become increasingly known for its diverse culture and will continue to improve its bilateral relations with the Suriname state

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