

# **The Failure of Indonesia's Public Diplomacy in Managing Malaysian Cultural Claim Issue**

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## **Abstract**

According to traditional conception of public diplomacy, the positive building of country's image is the main aim of public diplomacy by sharing clear and credible information and persuading other foreign government and public abroad. In the era of rapid development of information and communication technology, the good image of one country cannot be built by focusing on the parties abroad. The image should be built by focusing on domestic public. By sharing clear and credible information government can persuade public in shaping supportive attitudes. Unfortunately, Indonesia government failed in managing public diplomacy. The anarchic actions and narrative coercion were frequently happened during Malaysian cultural claims. These were unsupportive situation for Indonesian image itself. Lack of mechanism in public access to obtain trusted information and also lack of guidance to respond sensitive issues determine those attitude and lessen the level of relation between countries.

**Keywords:** Public Diplomacy, Lack of Information and Guidance, Anarchic Actions

## **Introduction**

At the end of 2009, some demonstrations which was expressing people's objection about Malaysia's claim to some of Indonesian's culture happened in several place in Indonesia. One of the huge demonstrations was held in Satianagara Square, Sukoharjo, Central Java in September 2, 2009. In front of more than a thousand peoples, Sukoharjo Regent, Bambang Rianto, stated his willingness to confront Malaysia directly if Indonesian Government was still with its lip service diplomacy ("Ribuan Orang di Sukoharjo Demo Klaim Malaysia", <http://metrotvnews.com>). Many people expressed their disappointment about Indonesian policy in facing Malaysia's claim to some of Indonesian's culture. Government was accused too weak in this issue and too slow in deciding what kind of policy to be implemented.

The other big demonstration was happened in Wonogiri also and was attended by Bupati Wonogiri, Begug Poernomosidi. The demonstrators sued Malaysia to return the claim of some of Indonesian's culture that had already been taken by Malaysia ("Ribuan Warga Demo Kecam Malaysia", <http://www.indosiar.com>). The Reog Ponorogo Community made a huge demonstration at Pegangsaan Street, Jakarta in August, 26 2009. They also demanded the government to be more firm in dealing with the Malaysian's attitude.

Beside the demonstration by mass, academicians and artists held demonstration as well. For example is the demonstration which was supported by Achmad Diran of student body of Palangkaraya University in September 2, 2009. They demanded government to re-evaluate the relation between Indonesia and Malaysia. They

asked government to be more firm to Malaysian's policy. Minister of cultural and tourism, Jero Wacik, had the same objection to Malaysia Tourism Promotion which was using Pendet dance in its "Visit Malaysian Year". He asked people to be firm in facing the issue and proposed to take the issue to the International Court of Justice.

Instead of demonstrations and several objections from public and government officials, the issue was pushing some anarchic attitudes. Those are sweeping to some Malaysians in Jakarta, rotten eggs throwing to Malaysian embassy and burning Malaysian's flag in many places in Indonesia. Certain universities in Indonesia was stopping programme for sending some lectures to Malaysia, such as Ahmad Dahlan University. Not only in reality, the objections and anger were shown in cyber world. Many people and bloggers made and published articles about Malaysia's claim to Indonesian's cultures. Unfortunately, these people used impolite words and sentences to express their disappointment and anger, for instance "malingsia" which refers to Malaysia. In some social network, Twitter and Facebook, discussion of the issue were also white hot. These situations were very disappointing and miserable because Malaysian's claim for several cultures had been happening since 2007, according to *Kompas*. ("Tari Pendet jadi Topik Panas di Twitter", <http://www.tekno.kompas.com>).

Nowadays, in the openness and freedom of speech era, government is challenged to be more sensitive in responding the issue in the society, especially some issues related to other countries. The government's failure in managing issues could draw public disappointment and misconstrue. Disappointment and misconstrue could urged people and could mobilize them to anarchic attitudes. If these anarchism situations happened, the relation between both countries could be worse. Government is supposed to avoid these because the worse relation will affect many aspects, for examples: trade, foreign direct investment, Indonesian manpower etc.

Based on the above description, this article examined how Indonesia's government performs public diplomacy in countering Malaysian's cultures claim. Did Indonesia's

government execute public diplomacy well in managing those issues?

### Public Diplomacy

First study of public diplomacy was founded by American government to counter Soviet's propaganda. The deep concern in the study has pushed America government to give more attention to develop this study by allowing Edward R. Murrow to establish Edward R. Murrow Centre of Public Diplomacy in Tufts University in 1965. The institution introduced the concept of public diplomacy, as follow:

*"Public diplomacy . . . deals with the influence of public attitudes on the formation and execution of foreign policies. It encompasses dimensions of international relations beyond traditional diplomacy; the cultivation by governments of public opinion in other countries; the interaction of private groups and interests in one country with those of another; the reporting of foreign affairs and its impact on policy; communication between those whose job is communication, as between diplomats and foreign correspondents; and the processes of intercultural communications. (Public Diplomacy Association, "What is Public Diplomacy?", <http://www.publicdiplomacy.org>)*

In addition, Dean A. Minix describes public diplomacy as "the attempt to influence the policy of other nations by direct appeals to their citizen through public communications" (Minix and Hawley, 1998:477). Other academician, John T. Rourke, emphasized on the aims of public diplomacy, namely: image. According to Rourke, "public diplomacy is a process of creating an overall international image that enhances a country's ability to achieve diplomatic success" (John T. Rourke, 1999:283). Further, USC Center of Public Diplomacy University of Southern California describe public diplomacy as "...the transparent means by which a sovereign country communicates with publics in other countries aimed at informing and influencing audiences overseas for the purpose

of promoting the national interest and advancing its foreign policy goals” (“What is Public Diplomacy?”, <http://uscpublicdiplomacy.org>).

There are two important things from the notion of public diplomacy. First, the public diplomacy's aim is shaping good and positive image of one's country in order to support their own foreign policy. Second, the targets of public diplomacy are pointed to foreign government, international public and domestic society's perceptions. Why foreign government? It's obviously important to giving the foreign government clear and credible information because these institutions are the main actors in decision making and determine international relation. Public abroad has been concerned more than before because of the rapid development in information and communication technology which gives each person greater access on information will broader the chance to influence others. And domestic society is one important part also because in the borderless world nowadays, the attitudes and behaviour of domestic society will affect public abroad. Thus, these targets or audience of public diplomacy become the key to shape the positive image.

Since September 11, American government has been trying to rebuild the public diplomacy continually in supporting American government after the cold war had been ended. The new public diplomacy has moved far away from traditional diplomacy which had narrow actors. Public diplomacy wider its targets who are included not only foreign government and public abroad, but also supranational organization, sub national organization, non government organization, private corporation and person. The fast progress of communication and transportation technology have released public diplomacy from its traditional concept of diplomacy which gave us a notion that diplomacy could only hold by direct conversation and direct visit by the executive leader or an ambassador or even publish an official journals. Technology makes the public diplomacy evolves faster than ever by TV, radio, and internet. The very fast evolution of public diplomacy changes the targets of public diplomacy then that can support country image making.

In order to broaden targets of public diplomacy, American government by Planning Group for Integration that prepared to unify USIA (*United States Information Agency*) with Foreign Ministry, differ the meaning of public diplomacy and public affairs. To unify both different institution signals American government pretend that domestic public is important. Thus, The American Foreign Ministry has two important targets, the first is the actors outside the country (foreign government, non government institution abroad, public abroad, etc) and the second is American public itself. American government believes that its image will not only be supported by creating good impression abroad but also by making good affairs to its own domestic public. Giving clear and credible information about government foreign policy will gain good support from the domestic public. Public supports will become the feedback as a good country image abroad. Government and the society should be supporting each other to make a good image of the country.

Joseph Nye in his writing, “The Essential New Public Diplomacy in Modern Power Politics”, stated that, in fact, Foreign Ministry work cannot be optimized without domestic public support. For that reason, public diplomacy referred to the government attempts on giving information and persuading people in order to possess the same perceptions as the government relating to the foreign policy. (“The essential new public diplomacy in modern power politics”, <http://bataviase.co.id>). Nye showed how Chinese government tried to build a good image of her own country by holding Olympic in 2008. This event was not only for influencing other countries perceptions but also involving the whole China people to be together in succeeding this event. This event also distracted China from negative perceptions because of her detention policy to some Tibetans and human rights activists in Xinjiang. Chinese government earned a huge criticism for using military to dispatch the problem. In this matter, Nye considers the importance of involving people and approaching them in government policy. The mass media will become the most important ally in avoiding the misperception which can grows among the society.

The importance of domestic public in the study of public diplomacy was also developed by Beata Ociepka dan Marta Rynieska-Kieldanowicz in their writing, "Public Diplomacy and EU Enlargement". In their writing, Ociepka and Kieldanowicz explained that EU had already tried to remove Poland's negative images as an anti semit, communist and fascist country since 2000 before she entered EU in 2004. The public diplomacy pointed to several key countries, ie: Germany, Austria and France. The main targets were politician, journalist, public opinion makers by conferences, seminars, tutorials and mass media coverage (Ociepka and Rynieska-Kieldanowicz "Public Diplomcy and EU Enlargement", Netherlands Institute of International Relations, 'Clingendael', 2005).

Public diplomacy study is involving government, opposition, private businessman and worker in changing the positive country's image. This idea can be found in Jaime Abarca Lucero's article, "Public Diplomacy and Qualitative Jump: The Case of Chile". The article analysed Chile's government in changing her image to support her own economic policy and development. As an authoritarian country, Chile tried to removed this image by making new brand image, i.e.: "Chile, All Ways is Surprising". Public diplomacy was held in several phases. The first phase was held in 2004 by indentifying Chile's weaknesses and qualities. This identification was traced by studying several agents i.e.: government officials, academicians, politicians, businessmen, worker etc. After the identification and considering the communication's gap, this phase determined the suitable visual image and suitable materials which could be used as promotion of the new concept. During this phase, Chile decided 3 main pillars. Those pillars are tourism, experts and investment. The second phase was held in 2006-2007 by implementing image building related to the three main pillars (Abarca Lucero, "Public Diplomacy and Qualitative Jump: The case of Chile", Intituto Profesional DuoCUC, Vina del mar, Chile, 2009).

The other public diplomacy study was also developed by Edward Schatz and Renan Levine in their research, "Framing, Public Diplomacy and Anti Americanism in Central Asia". In that research, Schatz and Levine found a

positive correlation between changing public opinion and good image of a country by framing and persuading (Edward Schatz dan Renan Levine, "Framing, Public Diplomacy and Anti Americanism in Central Asia", The National Council for Eurasian and East European Research, Seattle, 2008).

Mass media can be used for changing public opinion because media is one of effective tools with its broad coverage and number of audiences. AS well as Schatz, according to Mark Leonard, Catherine Stead and Conrad Smewing, there are several strategies in creating and controlling positive public image. Those are news management, strategic communications and relation building. News management becomes one important thing in public diplomacy because the main targets of public diplomacy were not only government but also public abroad and public domestic. Thus, media can be effective communication measure in managing issues in the society or international community. Foreign Ministry of America, Colin Powell, stated his opinion about Desert Storm Misson:

*"When we talk in television, communicating continuously with the whole world, we have 5 audiences. First, the journalist who are reporting us, second the Americans who are watching us in TV, third, the foreign governments which have their national interest, fourth, our enemies and fifth to the military who is in the frontline (Leonard et. all, Public Diplomacy, www.fpc.org.uk).*

As the matter a fact, media has vast influence in determining public perception. Media can make news posses its own message to the public, news is not only information then. As the consequences, news can urge someone or society having certain perception to particular news or issue (Bayuni, "Media Telah Menjadi Bagian Dari Suatu Proses Politik Yang Kontra Produktif", *Diplomasi*, Oktober 2009). Controlling media in an open society is not easy to do by the government. Nevertheless, this must be done in order to reduce unsupportive

information which is accepted by society from many other information agents.

Second strategy is strategic communication. Traditional diplomacy has proposed a good strategy to maintaining relation between countries by continuous communication. However, in fact, this is not enough to manage a positive perception every day. Strategic communication proposes several activities which look like a political campaign. The good example of this strategy can be found when the consumers choose certain product from neighbour's product because of the image that is built in years. Fortune had made a survey to 500 companies and the result was the consumers choose certain product because of the national identity of the product or the place where the products were made. But it needs to bear in mind that diplomacy is different with the commercial break on television, because diplomacy must unify the political, economy and social interests and reach many society in different cultures and values. Once again, it's not easy to make a country brand, but Malaysia relatively succeed with her "the Truly Asia" that gives common perception about Malaysia as a multicultural and democratic country.

The third is *relationship building*. This strategy should be done continuously and regularly. The activities refer to relationship building are giving scholarship, cultural promotion, seminar, conferences making virtual network, etc. Nye said that it's not all about giving others good information about ourselves, but how to make others interested and give more attention to us. The attention will tie other to us indirectly. This situation will urge others to understand our foreign policy and the reasons why particular foreign policy have been taken (Robert Garner, Peter Ferdinand dan Stephanie Lawson, *Introduction to Politics*, Oxford University Press, New York, 2009)

As one effective tool of those strategies, media will be a perfect bridge between governments to the various audiences. In Greg Simmons's article "Mass Media and the Battle for Public Opinion in the Global War on Terror: Violence and Legitimacy in Iraq" (Greg Simmons, "Mass Media and the Battle for Public Opinion in the Global War on Terror: Violence and Legitimacy in Iraq", <http://www.sam.gov.tr.pdf>),

explains that media is one of Bush's administration tool in delivering his message to the American society and international society as well about his policy in Iraq. The aim is very clear to get support for the American policy in Iraq. Tony Blair was employing 300 peoples to control the news which were published everyday by the mass media in England. Even, Organization of the Islam Conference confessed that they have already needed to interfere the mass media which had had broad coverage in order to correct the Islam image in the world. Media does not have any purposes to distract information from the public or public manipulating to the certain issue. Public perception could be determined along the interest of government without reducing or hiding some information. Beside, by media each party can discuss or exchange their views in certain issues directly or indirectly. According to Simmons there are many ways in public opinions shaping, for instances: first, pay the journalist or public relation of the media corporations to expose only the expected news by the government. Bush administrations made a contract with anti Castro's journalist in Radio and TV Marti in Cuba for 2 years to publish Bush's administration expected news. Second by framing the same news which are published in media continuously. Bush's administration payed US\$ 20 million for framing American policy in Iraq.

### **The Dynamism of Indonesia-Malaysia Relation Relating to the Cultural Claim.**

Indonesia and Malaysia are very close geographically and culturally. However unfortunately this geographically and culturally close precisely the opposite of the real relations. The relation between two countries consists of curiosity and conflicts. The conflicts which happened in late 2009 were triggered by Malaysian Tourism Promotion, *Enigmatik Malaysia*, which performed Pendet dance in the Malaysian documentary program.

The tension between August until September 2009 was showed in several cities in Indonesia. Many people, groups and certain communities protested the Malaysia's policy. Benteng Demokrasi Rakyat (Bendera), Barisan Muda Betawi and the Relawan Pembela Demokrasi (Repdem) threatened to do coercive

actions to Malaysian people in Indonesia. The local media reported some of coercive actions taken in Jakarta and Yogyakarta. Of course, these anarchic actions affected the relation between Indonesia and Malaysia. Malaysian sweeping action was done by some group of people (“Ada Salah Persepsi Mengenai Klaim”, Antara Nerwa).

Malaysian Cultural and Communication Ministry, Rais Yatim, responded those actions in Kuala Lumpur by stating that Malaysian government will not revenge by doing any demonstration in front of Indonesia embassy in Kuala Lumpur. Furthermore, he refused that they had claimed Pendet dance as Malaysian culture. The tourism advertisement which was performed Pendet dance had been made by private party, namely *Discovery Channel* Singapore. The institution had no relation with the Malaysian government either and they had already apologized for what had happened. The statement by Malaysian government and the Discovery Channel pointed that they never made purposely claim to Indonesian culture.

The conflicts between both countries happened several times before the Discovery Channel issue. In October 2007, the song “Rasa Sayange” became the soundtrack of Malaysia Tourism advertisement which can be uploaded from the Malaysia Tourism sites official and its published widely by Malaysian televisions. (<http://www.rasasayang.com.my>). The publicity of “Rasa Sayange” song raised widely condemnation from Indonesia people. The anger was showed by rotten eggs throwing to several Malaysian houses in Indonesia. Responding the Indonesian reactions, Malaysia stated that the song has been already exist before Indonesia was founded, thus Indonesia couldn't claim the song as her own song (“Jangan salahkan Malaysia”, *Majalah Berita Indonesia*).

This dispute could be softened then by the meeting between Minister Rais Yatim and Minister Jero Wacik. In that meeting Malaysia admitted the song as Indonesian song. Dharma Oratmangun, the head of Indonesian Singer, Composer and Music Arranger Organization (*Persatuan Artis Penyanyi, Pencipta Lagu, dan Penata Musik Rekaman Indonesia* or *PAPPRI*) explained that the Rasa Sayange

dispute had been already cleared. Unfortunately, other cultural claim issue appeared soon after the Rasa Sayange claim. Several Reog Ponorogo artists objected the Barongan dance in Malaysia which had similarity with Reog Ponorogo dance in Indonesia. The Malaysia Cultural and Heritage (see <http://heritage.gov.my>) has published and claimed the dance as Batu Pahat, Johor and Selangor cultural heritage. Finally, Malaysia government admitted Reog Ponorogo dance as Indonesia culture which had been danced by Ponorogo community in Malaysia for years. However, similar to other claim, this claim raised condemnation from Indonesian society as well. Word “Ganyang Malaysia” which had been popular in Indonesia-Malaysian confrontation 60's was used by Indonesian to replace word “Malaysia”. “Ganyang Malaysia” was used to push patriotism impetus among Indonesian. In November 2007, placed in Malaysian Embassy, Malaysian Ambassador, Zainal Abidin Mohammad Zin, said that Reog still belongs to Indonesia. He stated the dance called Barongan dance in Malaysia. He explained also that this dance was brought by Ponorogo people who migrated and danced by these people for years in Johor and Selangor (“Jangan Salahkan Malaysia”, *Majalah Berita Indonesia*).

Beside some objections were showed by people and academician, several objections were showed by government officials. Effendy Choiri, the DPR's member said firmly about his apprehension of Gending Jawa which was used by Malaysian in her several officially session, such as university graduation. He stated that this should not be abided. They, whoever uses Gending Jawa, must add or give some information about the origin of the culture. The DPR member, Ida Ayu Agung Mas said that she would bring all the aspirations of Bali artists to the executive in order to pushing them in sending objection letter to Malaysia. She expressed her disappointment about the government minimum responds to Malaysia's claim.

Those anarchic attitudes and premature statements will bring negative impacts to Indonesia's image itself. Insecure perceptions will spread out in many foreign governments and public abroad and it will affect in many sectors.

These are several Indonesia's culture which were claimed by Malaysia.

No	The name
1	Ancient Manu
2	Ancient Manu
3	Ancient Manu
4	Ancient Manu
5	Lagu Rasa Sa Sayange
6	Tari Reog Poi
7	Lagu Soleram
8	Lagu Injit-inji
9	Alat Musik G
10	Tari Kuda Lu
11	Tari Piring

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Source: Husamah, *Mengusung Kembali Khazanah Identitas Budaya Bangsa*

Unsupportive government policy to Indonesia cultural conservation increases the Indonesian society grievances. According to Husamah, there is a lot of Indonesian culture which should be given a proprietary right. It can be done because even there is grey culture or a very similar culture, each culture has its own distinctive features (Maman S. Mahayana, 2001). The government attentions and also the consistency of each country in managing those distinctive features will decrease the conflict potential (Husamah, "Mengusung Kembali Identitas Budaya Bangsa"). Cultural claim for many Indonesian people can urge to excessive reactions because most of the considering cultural claim are related to nation dignity and sovereignty. According to Husamah, there are several reasons why cultural claims conflict often happened between two closes countries. First,

there is aggressively willingness from particular party who suddenly claims other cultural which had been admitting belongs to another party informally in years. These sudden claims will surprise another party because they never question whose the cultural belong to. Second, cultural claims were carried out by the government formally. This formal claim by government's formal statement or government's cultural advertisement urges head on responses from the owner. Third, there is unequal capability in cultural conservation. In this issue, Malaysian has better capability in conserve several cultures. Furthermore, this country always tries to patent legally every cultural which is claimed (Husamah, "Mengusung Kembali Idetitas Khazanah Budaya Indonesia").

The vast issue about cultural claim by Malaysia draws several people in having property

right for their cultural heritage. Sultan Hamengku Buwono X stated that cultural heritage and arts should be granted property rights and get international admission (Antara, 25/8/2009). The same attempt was done by Banten Governor who will patent *debus* (Antara, 28/8/2009) and Lokananta company who will sue Malaysia to International Court of Justice related to “Terang Bulan song” claim (Brett McGuire, “[Kebudayaan dan Hak Cipta, Dua Hal yang Berbeda](http://hakitree.posterous.com/kebudayaan-dan-hak-cipta-dua-hal-yang-berbeda-0)”, <http://hakitree.posterous.com/kebudayaan-dan-hak-cipta-dua-hal-yang-berbeda-0>, accessed on October, 26, 2010).

These excessive attitudes were pushed not only by Malaysian claim, but also many other issues, i.e. Sipadan Ligitan issue, Ambalat issue, TKI issue and as well as border issue. Besides that, the minimum responses and information from Indonesian government triggered huge anger of the society (Radhar Panca Dahana, “*Klaim Budaya itu Sekali Lagi*”).

### **Indonesia's Public Diplomacy Roles in Facing Malaysia Cultural Claim**

The Indonesia directorate general of public diplomacy and public information was found in 2002. The main task of this new institution is shaping Indonesia's positive image abroad. The important thing is embracing the very vast groups of society outside the country directly beside the foreign governments. Non government actors have wider influence by using advance communication and transportation technology. Then, their influence can make distinctive public opinion among the society inside and outside by continuous persuasion. The very intensive contacts which made by persons could deliver ideas passing over border and mobilize others according to their interest. Thus, this new institution has two important targets, namely foreign government and public abroad.

However we have to bear in mind that foreign policy will always relate to domestic conditions. A good image cannot be built abroad by giving them some information but must be built by persuading domestic public itself. Technology makes everything possible includes getting direct information without government information access, true information or false information.

Thus, public diplomacy is needed to not only convince foreign government and public abroad but also give domestic public clear and credible information in order to gain support to any foreign policy which is made by the government.

In the issue of Malaysian cultural claim is indicated that Indonesia public diplomacy was not well optimized. The failure is indicated by people's limited knowledge of cultural claim and their excessive reactions by physical violence or strong narratives (which were published in mass media or blogs). The government official's limited knowledge about in main issues, correct information, cultural claim comprehension and patent, placed them in overprotective reactions. From the collected data indicate that there are many people with minimum information and knowledge. Furthermore, those minimum information and knowledge can be biased into certain irresponsible aims.

Several clear and credible information about Malaysia cultural claim precisely were allocated by media, news paper and television. But, on the contrary, media itself possesses its own interest, namely news rating. Some unpopular news will not be published to public. Objectivity will be abided in order to gain bigger financial results. They will prefer commercial results than educate people with clear and credible news.

In fact, Indonesian Embassy had asked for Malaysian Tourism Ministry about the claim. But unfortunately, this information was not published widely in Indonesia. Government never had purposed to attempt publishing their own policy to the domestic public. The private media tried to have the news by their own attempt and exposed the news to the domestic public then. Dai Bachtiar, Indonesian Ambassador, have sent an official letter to Malaysian Tourism Ministry which is asked for an explanation about Malaysian cultural claim, especially *Pendet* dance that was used in Malaysia Tourism advertisement by Discovery Channel. After that, He had an official meeting with Malaysian Tourism Minister who have received him very well. But once again, it was not published by private media or even Directorate General of Public Diplomacy and Public Information. This was an unsupportive communication provided by the government in building domestic trust.



The Indonesia response to the cultural claim was very low. President himself was giving only one statement after several cultural claims, for instances: *angklung*, *rasa sayange* song and reog dance issues. In President Palace, he said "Somehow, I hope that Malaysia government can regard the sensitivity of Indonesian people relating to cultural issues. This is not the first time." Furthermore, president asked for both countries to keep the good relation together and will not affect by those issues. ("Soal Klaim Budaya, SBY Ingatkan Malaysia", <http://www.JambiIndependent.co.id>).

TV One as private media gave the information about Malaysian tourism advertisement better than the government. They invited the Production House KRU Sdn Bd which was given the advertisement making contract to Discovery Channel. In the discussion which was held by TV One showed that media became the main actor who was acting as a good bridge (see Jagaadipati, "Malaysia Tidak Pernah Klaim Budaya Indonesia Part 2", YouTube.com). The Production House admitted that the production house itself and also the Malaysia Tourism Ministry did not notice the whole process very well because all of the process since data collection until shooting process was done by Discovery Channel. Even it unbelievable if the government did not notice the using of Pendet dance as the one of advertisement material, but from that discussion the Production House admitted finally their incorrectness. Discovery Channel then, made documentary movie for Pendet dance itself, but once again, governments did not make any socialization for the new documentary movie for Pendet dance.

In the same discussion which was made by TV One, we can also see how Indonesia Tourism Minister, Jero Wacik, was svery upset to the Production house and made a strong statement to them (see Jagaadipati, "Malaysia Tidak Pernah Klaim Budaya Indonesia Part 2", YouTube.com). He stated that he was offended by the production house because they only sent apology by email. According to the minister, this was impolite and should not be done ("Soal Klaim Budaya, SBY Ingatkan Malaysia", <http://www.JambiIndependent.co.id>).

Beside, the media publish some interactive discussion between several artists also. This interactive discussion became the education to the public about the meaning of cultural claim. The TV One invited Remy Silado and Radha Panca Dhahana, beside the bureaucracy officials, academicians, and DPR members. Through that discussion, people had known better about many things, namely: cultural acculturation and the origin of Indonesia's cultural herself. The educating discussion was also published in Kompas with the title "Sesama Penyolong Dilarang Saling Mendahului".

Even, media could be the good actors in educating public by giving the clear information, media cannot be that objective also. They have their own mission and it doesn't go along with the government policy. To keep media in the line of government policy, the Directorate General Public Diplomacy and Public Information should be having strategic roles to mobilize public opinion by using the media. Media should be kept to publish supportive news only without alleviate the clear and credible information to the public.

In case of cultural claim, should bear in mind that culture tends to be universal. There are some values which are taken to others culture and blended for hundreds years. It might be that Indonesia cultures are accepted and respected in another country, Malaysia or Europe, and the opposite (Hasan Wirayuda, RI – Malaysia: Media Jangan Cepat Memberitakan Sesuatu yang Faktanya Belum Jelas). Culture cannot be possessed by one country, every culture is borrowing. According to Hasan Wirayudha, Indonesia language consists 30% Arabic, 30% Netherlands and Portuguese and 40% Malay.

According to Bachtiar Alam, an anthropologist, it is fine when some of Indonesia's culture played in other countries, but in fact there is distinctive value that cannot be taken or copied by others, namely '*kebhinekaan*'/unity in diveristy (Arif Havas Oegroseno, "Perluakah Mematenkan Warisan Budaya?"). The concept of "*Kebhinekaan*" should become important part of government public diplomacy

Radhar Panca Dahana said that it would be very difficult to state ones' is the same as discussing about *common heritage of human kind* or expired property rights. It will

be better for culture itself when many people conserve it even beyond the origin country. It is different with property rights because property rights is about individual right to have something which is invented and when it's expired it will become public domain. If someone uses Mozart song, she or he will not be charged to pay the royalty, but when someone uses Jackson song then she or he must pay the royalty (see Jagaadipati, "Malaysia Tidak Pernah Klaim Budaya Indonesia Part 4", YouTube.com).

Radhar's statement is supported by Arif Havas Oegroseno, by stated 'we must considering wisely before patent the Indonesia culture'. There are several considerations in patent Indonesia's culture, first, patent is law protection for some technologies or technology process, not for heritage culture or arts. Second, there is no international institution which receives the application for and become police for property rights, Third, media continuously makes the same mistake about the notion that culture could be patent (<http://embassyofindonesia.it/salah-kaprah-paten-budaya/> accessed on October 26, 2010).

From the various statements which were delivered by government officials can be noticed that there is a different perception about making a cultural claim or even patent to some Indonesian culture. The different perceptions between the government officials' indicated communications weaknesses between both of them. And actually, the wrong perception about property rights and cultural claim became the government's responsibility which could be prevented by socialize the correct concept about property rights and cultural claim.

According to Oegroseno, property right points to certain invention in sciences or arts, for instances: batik, computer program, etc. Patent points to invention in technology or technological process and patent has nothing to do with arts. According to Edy Haryono, the cultural claim issue could happen again in the future and it might be done by other neighbour country such as Brunei Darussalam. In particular cultural claim by Malaysia, it was pushed by their unwell informed about Indonesian culture or their own culture. The geography and the very similarity cultural heritage made them difficult to differ

which culture is belong to them. Not only the citizen who has very limited knowledge about property rights and patent but also the government officials and also the member of DPR. There are many local governments expressed their willingness to register their local cultures and DPR's members who protest the cultural claim. According to Brett Mc Guire, in latest 10 years, the new brands which have registered in Directorate General of Property Rights only 4% per annum. It is very low number compares to Cina which have 25% per annum (Brett Mc Guire, "Kebudayaan dan Hak Cipta, dua hal yang berbeda", <http://hakitree.posterous.com/kebudayaan-dan-hak-cipta-dua-hal-yang-berbeda-0> di 26th October 2010)

The minimum knowledge that draws many parties to negative attitudes seems clear to us that government hadn't had held the public diplomacy functions well. Government should be more responsive in a very fast communications and information systems nowadays. This kind of situation can push society and a negative public opinion. The public opinion which is made by media or others source of information groups is not always supportive to government policy. Socialization and good communication between government, society and other social and political groups will enable the government shaping supportive public opinion. When some information are well informed to others then it would be indirect education for them. But when the government failed in transforming their perceptions to others parties, then premature attitudes and statements will appear soon. The government should gives more attentions on certain blogs which are condemning Malaysia ant stated clearly themselves as Anti Malaysia community (see anti Malaysia community on facebook, <http://Kamibenci-Malingsia.blogspot.com> and others).

Radhar Panca Dahana said that the government's role in cultural promoting is not optimized enough. The government's failure in protecting Indonesian culture heritage is not only affecting the building process of the cultural itself but also disorienting the cultural process. Furthermore, government lost its credibility among society and urged anger.

The government should be more responsible to the miscommunication and misperception among the society. It could be avoided by sharing clear and credible information. Hikamawato Juwana said, "There are too many government's officials' misperceptions which are affecting people to have wrong understanding about cultural claim". Juwana said also that, this is the time for government to make a good public communication and clearing the misperceptions. More than Juwana stated also that there are two things which government should do. First, informing the society not to do inappropriate and provocative actions, because the misperceptions can be settled through 'g to g' bilateral communication. Even, when both countries have different opinion, these cases will never build a tense situation. Indonesian society cannot blame Malaysian citizen in Indonesia because of their government's policy. Second,

Indonesian government should build better communication with Malaysian government in several sensitive issues. Having public dialogs in order to inform the society that both countries are trying to solve the problems and different opinion on certain issues arise. ("Ada Salah Persepsi Soal Klaim Malaysia" diakses dari Antara, 9 September 2009)..

The government's weakness on defending cultural claim was worsened by many others political and economic problems in Indonesia. This fact built public disappointment and distrust. Furthermore, there were several government official delivered wrong opinions about the claim and information correlated with the cultural claim such as the cultural patent.

### Conclusion

Some anarchic actions done by several groups and people in Indonesia to protest Malaysian cultural claim proved that the Indonesian government could not manage the public diplomacy well. As one said, public diplomacy, instead of building one country image abroad, has been purposed to build good domestic public supports to it foreign policy. This is an important factor because lack of information or even receiving wrong information about certain cases and lack of guiding in response the news or other country's policy will determine the

society into wrong or bad attitude also. The wrong or bad attitude will affect the relation between countries.

In our research on how Indonesia government managing her public diplomacy relating to the case of Malaysian cultural claim, we found that the Indonesian government didn't have strategic policy on her public diplomacy both inside and outside. Inside, Indonesia government shared very limited information about the claim and their diplomacy in defending several cultural heritages as Indonesia's cultural heritage. Indonesia government didn't have certain mechanism also to educate the society on responding particular issues between countries. This mechanism was held by TV One through public debate program but unfortunately foreign ministry didn't attend or contribute to this agenda. Meanwhile on the outside, Indonesia government is lack of active diplomacy also in managing this cultural issue. This is indicated by several cultural claims by Malaysia government on several years before. Those claims should not be happen if the government hold cultural diplomacy better.

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