

The Comparison Between Indonesia's and Singapore's Digital Diplomacy Through the Instagram Account of @wonderfulindonesia and @visit_singapore

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ABSTRACT. In the last couple of years, digital diplomacy has become a relevant subject in the field of international relation. Other than that, nations around the world are beginning to see the importance of digital diplomacy activities towards themselves. In today's world, digital diplomacy can be done through social media, mass media, and conferences through the digital space. In this research paper, the author will be focusing on the comparison of digital diplomacy activities conducted by Indonesia and Singapore on Instagram through the account of @wonderfulindonesia and @visit_singapore. From both accounts, it can be seen that Indonesia and Singapore have a different way to promote their nation. Furthermore, both nation's Instagram account is aligned with their respective nation branding of "Wonderful Indonesia" and "Passion Made Possible". After observing their Instagram account, it can be seen that both nations focused on building an image through each of their strengths. Furthermore, both nations have put a lot of effort to ensure that their Instagram account remain relevant in the international community. Other differences and similarities will explore in this research paper.

Keywords: *Digital diplomacy, nation branding, Indonesia, Singapore, @wonderfulindonesia, @visit_singapore, social media, Instagram*

1. INTRODUCTION

Diplomacy is a soft power that has been used by nations around the world as a way to negotiate with one another. Moreover, diplomacy is also used as means to influence decision making and behavior of another country. In times of conflict, state actors negotiate terms to find a common ground. However, a conflict can escalate very quickly if both parties cannot agree on a respectable term. Therefore, diplomacy can be an effective tool if used correctly, and it also depends on the skill of the state actors. Diplomacy acts as an instrument in which nations presents their foreign policy to the world. Most of the time, people understood that diplomacy and foreign policy are the same. In reality, both are two different entities, but completes one another. (Marks & Freeman, 2024)

In the modern times like today, diplomacy has become more than just negotiations, it has become a tool to promote nation's brand or culture. To ensure that their brand can have the maximum amount of exposure, countries use

social media. With the usage of social media or conducting diplomatic activities online, another form of diplomacy is created called digital diplomacy. In our daily life, it is not possible to neglect social media. Even though we are not actively posting photos in Instagram or sharing our thoughts in X, we have an account to keep up with the world. That is why digital diplomacy has become an effective way to promote nation's brand. Digital Diplomacy operates on a field where there are no regulations or restrictions, there are no barriers that can stop digital diplomacy. State can create positive narrative about themselves or even degrade another state subtly. That is why digital diplomacy is effective but also can be a dangerous soft power weapon. (Darmastuti, Inayah, Simbolon, & Nizar, 2021)

Digital diplomacy can be seen through social media accounts such as; X, Instagram, TikTok, or Facebook. Countries use this social media platform, to promote their nation brand. Other than nation brand, countries also use their social media platform to attract tourists. In this

research paper, we will focus more on Indonesia's and Singapore's digital diplomacy, through their respective Instagram accounts of; @visit_singapore and @wonderfulindonesia. We will analyze the different ways in which both social media accounts promote their country. Moreover, how much affects do @visit_singapore and @wonderfulindonesia have towards their respective digital diplomacy will also be analyzed. Finally, this research paper, will be using constructivism theory where the identity of state will be analyze based on their nation branding, through their Instagram account.

2. LITERATURE REVIEW

Constructivism Theory

From the perspective of the constructivism theory, the world is a socially constructed place. One of the respected scholars of constructivism, Alexander Wendt (1995), gave an excellent example on how to understand this theory. According to Wendt, five North Korean nuclear weapons is more dangerous to the United States, compared to 500 British nuclear weapons. Regarding his statement, Wendt directs the readers to focus on the ideational structure and not the material structure. As many people have known, the United States have a good relationship with United Kingdom but not with North Korea. Due to this reason, it is not about the number of nuclear weapons (material structure), but it is about how countries perceive each other. Furthermore, from Wendt's example, it can be seen that nuclear weapons are meaningless, unless social context is put into it. Constructivism goes beyond material reality and world politics receive direct affects from beliefs and ideas. It is also implying that change is always on the horizon, because the ideas and beliefs of people is never fixed. (Erbas, Constructivist Approach in Foreign Policy and in International Relations, 2022b) Constructivism also addresses the issue regarding identities and interests. According to constructivists scholars, when states interact with other actors, multiple identities can be socially created. For constructivists, identities

are vital to determine actions and interests of a state. For example, we can look at the difference in identity, between a large state and a small state. Larger states will be more focus on inserting dominance in the sectors of; military, global politics, and economy. On the contrary, small states are only concern about their survival in the international community. Constructivists scholars also reiterated; states have to act according to their identity. If they act opposite to their identity, the public will question the validation or authenticity of their identity. However, there was one example of a country acting contrary to their identity. In the latter part of the twentieth century, Germany was the leading economy of the world, but did not achieve the status of leading military power. This happened because of what Germany did in the Second World War, which forced them to alter their identity to pacifism from militarism. (Setiyaningsih, The Development of Conventional Constructivism and Critical Constructivism Approach in International Relations Theories, 2021b)

The main point of constructivism is; actions, interactions, and perceptions shape reality. Moreover, the foundations of constructivism are also built by idea. In constructivism, the world of International Relations is socially constructed through thoughts and ideas. It is undeniable that theories such as; realism and liberalism have an important impact on international relations. However, the effect that constructivism has on international relations is also very significant. Constructivism provides international relations scholar another angle to explain events that are failed to be explained by traditional theories. This theory encourages people to look beyond wealth, geographical conditions, or even material power distribution. Finally, it has been determined that reality will always shift, and it is due to every changing ideational factors. (Mengshu, 2020)

Digital Diplomacy Theory

With the increase popularity and evolution of social media, the importance of the digital

space cannot be denied. In simple terms, digital diplomacy can be understood as cyber diplomacy. State actors or diplomats would use the digital space to conduct activities such as; multilateral agreement, bilateral agreement, or construct a foreign policy to achieve mutual targets. For state actors, the digital space benefits them a lot as information that they put out will be received by the audience within seconds. Because of that, the audience will always be involved and be a part of it as well. There are several social media platform options for state actors to use, it includes; X, Instagram, TikTok, Facebook, and LinkedIn. Before making an account, it is important for state actors to determine their target audience. If they want to pursue the younger generation, they can use either TikTok or Instagram. On the contrary, if the targeted audience are above the age of 40 and already have a stable financial status, state actors can choose Facebook or LinkedIn. Meanwhile, for X, the age group and demographic are very spread out. Therefore, digital diplomacy through X would most likely involve everyone. Other than social media, digital diplomacy can also be as simple as conducting a meeting through online conference call; Zoom, Google Meet, or Webex. These conference calls became a trend in the covid-19 era, as travelling or face to face interactions are limited. Finally, it is important to highlight that in times of crisis, the digital space plays a key role. To begin with, they can address the public about the severity of the situation, and protect the public from lies and misinformation. Furthermore, leaders of the world can immediately go on a conference call to assess the situation and come up with a solution. (Hocking & Melissen, 2015)

Social Media Concept

In the last decade, social media has been an integral part of the human race. Nowadays it is impossible to live without it. There are several explanations about social media, however, the author can summarize it to; social networking using electronic media, in which there are platforms or applications to create communities and share ideas. The availability

of social media has also replaced the usage of traditional media. Traditional media such as posts or mail, is still available, but usage of it is very scarce. There are several reasons why social media is more powerful and effective compared to traditional media, it includes:

- A. **Accessibility:** At first it will need some adjustments when using social media, but after a while, it is easy to use. Social media is a platform that supports minimal skill and also no costs. The simplicity of social media allows it users to create communities and initiate interesting conversations
- B. **Speed:** Uploading a certain content or posts into the social media space does not take much skill. Moreover, once it has been published, it will immediately appear in other people's accounts or timeline. Because of the speed of the upload, people need to be mindful of what they post on social media.
- C. **Interactivity:** Conversations in social media is always a two-way channel. Any type of questions, topics, or discussion can be done in the digital space
- D. **Longevity:** Once a content is published on social media, it stays for a long time. Some can be deleted, but there are also several content that cannot be removed. Longevity is the nature of social media. As it has been explained in the previous point, users need to be mindful of what they post, because digital trace exists.
- E. **Reach:** The internet is a vast and endless space. People from different ends of the world can access any type of content, that is available in social media. Moreover, due to all the advanced tools that are available is social media, sharing a certain content or topic is very easy.

(Tapiral & Kanwar, 2012)

Ideal Digital Diplomacy

From the previous chapter, the author has elaborated on the definition and understanding of the digital diplomacy. Digital diplomacy is a growing sector in international relations, and as social media keeps evolving each year, digital diplomacy will also grow with it. However, it has not been addressed what can be considered an ideal digital diplomacy. In this section, the author will elaborate on what can be considered an ideal digital diplomacy. To begin with, the audience needs to fully understand the message that the government is trying to convey. Whether it is through Instagram or other social media platform, the government needs to deliver a clear message to the audience. In this case, because this study uses Instagram as a platform, each Instagram posts must align with the nation branding of the nation. A clear message is not only through a well-constructed sentence, it is also regarding the visuals that the audience is going to see. Other than a clear message, each post should also have its value of attraction. One of the main goals of conducting digital diplomacy activities in social media is to attract people. Attraction towards a certain nation does not necessarily mean they immediately travel to that nation; however, people are willing to learn more about that certain nation.

In addition to both clear message and value of attraction, it is also important to consistently put out content. In social media, consistency is key to having a productive social media platform. Therefore, for all the accounts, there needs to be a timeline or schedule of which content will be put out. Consistent posting in social media keeps the audience engage and not lose touch with the account. The penultimate ideal digital diplomacy is; interaction with the audience. It has to be said that no matter how good the contents are or how consistent the account, the audience is an integral part of it. Interacting with the audience is a win-win situation for both parties because the audience feels they are involved with

content creation and the account receive feedback to make a better content.

Finally, it is paramount that the contents are produced by an official account. In Instagram, an account is deemed official when it has a blue tick on the right side of its username. In this era of social media, there are countless examples of people making fake accounts in the name of another party, that is why a blue tick is important. Moreover, it is also quite embarrassing if a government does not have an official account to conduct digital diplomacy activities is social media.

3. METHODOLOGY

By definition, research methodology is understood as a guideline to assists researcher in elaborating their research or study. The aim of research methodology, is to solve research problem. In addition to that, research problem is solved through a logical and systematic plan. Meanwhile, the word “methodology” has its separate meaning. Methodology refers to the researcher’s system or method. Choosing the right method is vital, as it assists researchers to produce valid research and also a reliable result. Moreover, from which source the data will be gathered, what type of data, the analyzation process of the data, and how to collect it are all part of methodology. (Pandey & Pandey, 2015)

When choosing qualitative method, researchers have decided to collect and analyze text, video, or audio (non-numerical data). Gathering all concepts, ideas, opinions, and experiences is the aim of qualitative method. In the field such as; history, health sciences, sociology, and international relations qualitative method are often used. There are several approaches towards qualitative method. To begin with there is grounded theory, in this approach, the researcher develops a cause-and-effect theory based on the topic that have been chosen. Second of all, there is the ethnography approach. With this approach, researchers enter groups or organizations and try to understand the culture,

thought process, lifestyle of the chosen groups. Third of all, there is the action research approach. In action research, it will eventually lead to social change. Because it is a collaboration between participants and researchers the create a theory that can be used. Fourth of all, it is the phenomenological research. In this research, researchers ask participants to describe a certain phenomenon or event that they have gone through. After that, the researchers interpret and analyze the stories of the participants. Finally, there is the narrative research, in this approach, stories, journals, or interviews are examined and collected by researchers. After that, participants will have knowledge of the full story of the research. (Gerring, 2017)

In this study, the author will elaborate on the comparison between Indonesia's and Singapore's digital diplomacy through @wonderfulindonesia and @visit_singapore, therefore, qualitative method will be used.

4. RESULT AND DISCUSSION

@wonderfulindonesia

To begin with, @wonderfulindonesia is a verified account in Instagram and joined the platform in May 2012. When an account is verified, it will have a blue-tick next to its username. As of today (13th of June 2024), @wonderfulindonesia has 1.426.742 followers, 4.906 posts, and following 269 accounts. Moreover, according to InsTrack, this account has an 10.43% followers growth rate per 90 days, an average weekly followers of 21.375, 0.28% engagement rate, an averaging around 3.938 likes (InsTrack, 2024a).

From January 1st 2024 until March 31st 2024, @wonderfulindonesia has 225 Instagram posts. It also can be seen that @wonderfulindonesia is a consistent and busy account, in a day, this account can post around two contents per day. However, in a week @wonderfulindonesia can miss one day of not having a posts, but because this account mostly

posts two contents a day, missing or perhaps skipping one day is not a problem. Furthermore, when entering the account, it is very obvious that the majority of @wonderfulindonesia's posts is about the nature and culture of Indonesia.

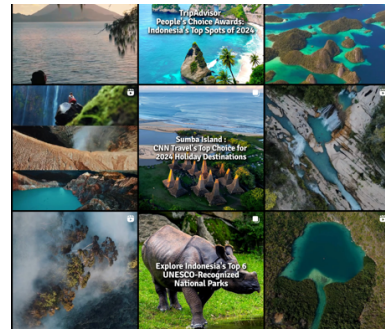


Figure 1. @wonderfulindonesia Instagram Account

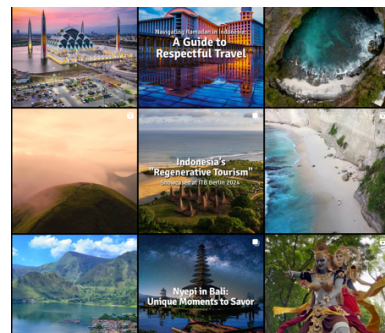


Figure 2. @wonderfulindonesia Instagram Account



Figure 3. @wonderfulindonesia Instagram Account

The images above (from top to bottom) are collections of posts that @wonderfulindonesia has created from January 2024 until March 2024. @wonderfulindonesia has a very clear posts pattern throughout the three months. The posts on the left and right columns are reels or short videos about Indonesia's nature or

culture. At a glance, it can be seen that @wonderfulindonesia uses drone shots to collect the videos, and it is also needed to be said that the quality of the drone shots are impressive.

Furthermore, @wonderfulindonesia also added background music to all the reels. The selection of music is always correct as it gives the audience a relaxing experience looking at the beautiful nature of Indonesia. Meanwhile, the posts on the middle column are carousels that consists around five to six pictures. In the carousels, this account mostly put out facts about a certain tourism spot, several places that tourists need to visit, or even facts about Indonesia's culture. Other than carousels for educational purposes, @wonderfulindonesia also promotes events that are happening in Indonesia or an event abroad that Indonesia will take part in.

As for the audience itself, it can be seen that most of the comments are positive. The audience of @wonderfulindonesia are always in awe of contents that have been produced. From the author's observation, reels contents always have positive feedback. The only posts where the audience seemed to be agitated were in the posts regarding the Bali Tourism Levy, on the 5th of January and 14 of February. On both posts, there were several comments that shows distrust towards the legitimacy of the tourism levy. Moreover, regarding comments, it is also important to be highlighted that the admin of @wonderfulindonesia have interacted with the audience. Posts on; 30th March, 23rd March, 22nd March, 17th March, 15th March, 24th February, and 21st February are several examples where the admin replied to comments. In terms of likes from January 2024 until March 2024, there are several posts that has below 1.000 likes, however, @wonderfulindonesia's posts are consistently in the thousand's region. The post that has the least number of likes was posted on the 29th February, and it was regarding the F1 Powerboat event in Lake Toba. It is a carousel posts explaining F1 Powerboat for new audience that never knew about the sport. On

the contrary, the posts that has the most likes was posted on the 6th January. With over 120.090 likes, it showcases a plankton-eating whale shark in the sea of the Komodo National Park. In the caption section, @wonderfulindonesia also encourages the audience to come and visit the national park in East Nusa Tenggara.

@visit_singapore

Similar with @wonderfulindonesia, @visit_singapore is also a verified account on Instagram. @visit_singapore also joined the platform in 2012, however, they joined several months later in September. According to the Instagram metrics provided by InsTrack, this account has 676.831 followers, has 1.770 posts, following 366 accounts, has a 6.38% followers growth rate, per 90 days, averaging 1.561 weekly followers, has an engagement rate of 0.63%, an 4.226 average likes (InsTrack, 2024b). From January 1st 2024 until March 31st 2024, @visit_singapore has 63 Instagram posts. It can be seen that throughout the three months, @visit_singapore tried their best to be consistent but sometimes miss couple of days in a row. For example, there are a six-day gap between the posts 12th January and 18th January. Other than that, in the following month there are a five-day gap between the posts on 9th February and 14th February. From the three months, @visit_singapore often times missed one or two days, and it is a visible pattern. When people enter the account, they will immediately see a lot of buildings and posts about city life.

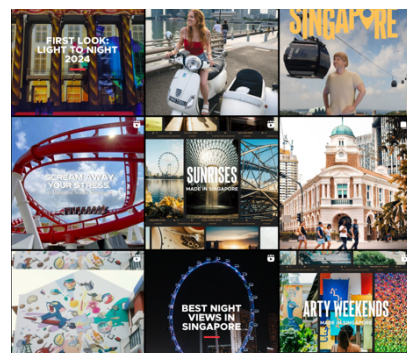


Figure 4. @visit_singapore Instagram Account

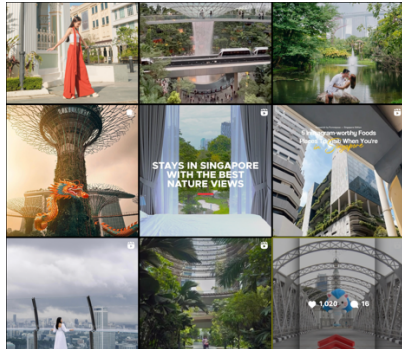


Figure 5. @visit_singapore Instagram Account



Figure 6. @visit_singapore Instagram Account

From top to bottom, we can a collection of Instagram posts by @visit_singapore from January 2024 until March 2024. After hours of observation, it is clear than all the Instagram posts focus on Singapore's main strength, the urban area. As for patterns, it can be seen that there is no obvious pattern from one post to the other. However, as it has been said in the passage above, the main posting pattern in this account is centered around the city life in Singapore. In terms of reels that this account has been posted, there are a lot of variety.

Moving on to captions, @visit_singapore mostly provides informational captions. Either it is collaboration with an influencer or an original @visit_singapore account, all the captions provide the audience of where the location of the reels or carousels were taken. It is easy to read, and straight to the point. In terms of comments, the majority of comments in the posts from January 2024 until March 2024 are positive comments. From the authors observation, the audience of @visit_singapore are always in happy with what they see.

Furthermore, @visit_singapore shows sign of audience engagement through the "Find Yourself in Singapore Series" with the Australian audience. Other than that, prove of engagement towards the audience can be seen from posts on; 9th March, 7th March, 27th February, 26th February, 21st February, 19th February, 18th January, and 5th January. As for the likes that this account receives, it can be said that throughout the three months, @visit_singapore likes are consistently in the thousands. The most liked post was a reel posted on 11th March, with 37.046 likes. This reel was a drone shot focusing on the famous Singapore Merlion. Meanwhile, the least liked post was also a reel posted on 14th March, with 314 likes. This reel is one of the "Find Yourself in Singapore" series, solely targeted for the Australian audience.

Similarities and differences between @wonderfulindonesia and @visit_singapore

From the explanations above, we can several similarities between both accounts. Even though there are huge followers' difference, both accounts are consistently in the thousands in terms of likes. Moreover, the feedback from their respective audience is also very positive. We can see in both accounts; the majority of their audience are pleased with what they see. Furthermore, we see both accounts using English as the language of choice in the captions section. The captions in both accounts are easy to read and also have good grammar. In terms of the quality of the posts such as; reels or carousels, both accounts always produce high quality posts. The quality comes from either good camera equipment or good narrative for the audience to follow and understand. Apart from that, both accounts do encourage their audience to tag or use hashtags so their photos can be reposted. Furthermore, both accounts do have interactions with the audience. This can be seen with the admin of each account replying directly to a comment in several posts.

Conversely, there are many differences that can be highlighted between both accounts. The

main difference is the pattern of contents that both accounts put out. With @wonderfulindonesia, there is a lot of repetition in their contents. Most of the reels that they put out shows the same thing; Indonesia's nature and culture but in different parts of the country. Other than that, @wonderfulindonesia wants their audience to be in awe of Indonesia's beautiful nature. Because of that, there is also a strong sense of relaxation in the majority of their posts. Meanwhile, with @visit_singapore, it is the opposite of @wonderfulindonesia. Through their posting pattern, this account sends a message of fun and joy towards the audience. With the way that they edit reels or the narrative in several reels, @visit_singapore wants to convey message that all travelers will have a wonderful experience in Singapore's cities. Furthermore, it needs to be highlighted that the reels content put out by @visit_singapore are more creative compared to reels by @wonderfulindonesia. Their reels are more creative because the collaboration with several influencers, therefore, @visit_singapore have a second opinion on how the develop their content.

Furthermore, the author managed to get in touch with several key stakeholder of @wonderfulindonesia; the videographers. @_rianfirdaus and @anakpulo_ are the two accounts that the author has managed to reach. The author asked both of them three questions:

1. From editing perspective, do you have any filter or background?
2. As a follower of @wonderfulindonesia, what message do you think @wonderfulindonesia wants to convey to the audience
3. From your perspective, who is the target audience of @wonderfulindonesia

@rianfirdaus explain that he does not use filters in his post that was reposted by @wonderfulindonesia and he used Imagine Dragon's song as a background music. As for the second question, from his perspective, @wonderfulindonesia wants to convey that if

Indonesian people love to travel, there is no need to travel abroad as Indonesia is very beautiful to explore. For the final question, from his observation, @wonderfulindonesia's target audience are adults and starts from di age of 19.

@anakpulo_ explains that he uses filter from the VN application and uses the Lightroom application to adjust the grading. For the background music, he prefers none copyrighted sounds from YouTube and also uses sounds provided by Instagram that can fit the "mood" of the video. In regards to the second question, he said that @wonderfulindonesia wants to convey; let's visit Indonesia, because Indonesia is the heaven on earth. As for the final question, from his observation, Indonesia's target audience are mostly teens and adults from the age of 17-50. Moreover, according to @anakpulo_, @wonderfulindonesia mostly targets foreigners.

As for stakeholders from @visit_singapore, the author did try to message several videographers, but only manage to receive a response from one account @nomadminh. The same questions were also asked to @nomadminh. To begin with, he uses commercial free music for any collaboration with @visit_singapore. As for filters, he made his own filters and apply it to all his reels, this is to ensure consistency in his posts. In regards to the second question, from his perspective, @visit_singapore wants to provide value towards travelling to Singapore. Finally, from his observation, @visit_singapore's target audience are adults aged 25-35

Analysis through constructivism theory

The activities of digital diplomacy conducted by both accounts, fits into the constructivism theory. As it has been explained in the second chapter, constructivism views the world as a socially constructed place. Other than that, constructivism has close relations on ideas and perceptions. In the case of digital diplomacy, it is about how nations construct an image for the

world to view. Through @wonderfulindonesia, Indonesia wants the world to view their country as a beautiful place. It is undeniable that Indonesia's nation branding of "Wonderful Indonesia" is aligned with all the posts that has been reviewed. Because when Indonesian people, neutrals, or foreigners look at the account, all of them will come to the same conclusion that Indonesia is truly wonderful. Furthermore, the choice to use Indonesia's culture and nature as a way to promote the nation is correct. The reason for it is because culture and nature are Indonesia's biggest asset. Indonesia has been extremely fortunate to have beautiful in every island from Sabang to Merauke. Other than that, the vast cultural diversity is also something that many nations could only dream of having.

Meanwhile with Singapore, their nation branding of "Passion Made Possible", it is also visible in their posts. From @visit_singapore, we can see advanced buildings, attractive tourism spots, neat pedestrian walking, and neat public roads. Singapore's achievement to become an advanced country is remarkable, especially looking at the size of the country and population makes it an even better achievement. However, between the 1970s and 1980s, Singapore far from a developing country. The infrastructure in the cities does not come close to what we see today. In that era, Singapore was only known as small country that were once colonize by the British. But with years of hard work and perseverance, the Singaporean people eventually made their country relevant in the world. That nation branding of "Passion Made Possible" was not made through sheer luck, it was made accordingly based on the journey and history of the Singaporean people. From Singapore we see that without passion, they will not be able to create advanced cities or attract foreigners from any region of the globe. Other than that, if Indonesia's biggest asset is their culture and nature, Singapore's biggest asset is their cities. When international travelers visit Singapore, they will want to enjoy the city life in Singapore. Either it is trying out Singapore's public transportation, visiting museums or

malls, shopping, or possibly a culinary adventure, the most joy that anybody can have in Singapore are in the cities.

Furthermore, it also needs to be highlighted, ideas that nations shape is important to protect themselves. For example, with Indonesia, through the Instagram account most people around the world view Indonesia as a country with beautiful nature and diverse culture. However, for Indonesians that have lived in the country for many years, they know that the country is not as wonderful as the slogan says. Like many countries, Indonesia is not perfect. There is still unequal development in several regions of the nation, flooding in big cities, corruption cases, and other alarming issues. Therefore, with all the problems surrounding the nation, it is important to make those issue invisible to the international community. In a way, digital diplomacy acts as a wall where nations direct the attention of people abroad to see at what is best for them.

How do both digital diplomacies measure up to the ideal digital diplomacy?

The first research question inquiries about how both accounts measure up to the ideal digital diplomacy. Other than analyzing through the parameters that has been set by the author, this research paper will also be using Alexander Buhmann and Diana Inglehoff's 4D model of a country's image. This 4D model was used to elaborate Japan's digital diplomacy towards Indonesia, which can be seen in the literature review section in the second chapter. The analysis using the 4D model are as follows:

- A. Functional dimension: In @wonderfulindonesia the functional dimension aspect can be seen through the promotion of the F1Powerboat event in Lake Toba. Sports events are always a massive attraction for people around the world. Furthermore, sports events also impact the growth of local businesses. Therefore, it is important when Indonesia have sport events, @wonderfulindonesia create posts or

reels to promote the event. As for @visit_singapore, the infrastructure of the cities around Singapore are an example of functional dimension. However, another functional dimension can be seen through the posts regarding Taylor Swift's Eras Tour. Similar with sports events, concerts held by famous artists attracts a lot of travelers. Not only it benefits local businesses, but if the events are successful, it opens the door for other events. Other artists or sport organization will look at both Indonesia and Singapore as a potential nation to hold their event.

- B. Normative dimension: With @wonderfulindonesia, the normative dimension is very clear. Because most of their post are regarding nature and culture, Indonesia is seen as a nation that preserves the environment and values its own culture. If Indonesia neglects its responsibility to protect their nature, most of the posts in @wonderfulindonesia will not be able to be created. As for Indonesia's culture, it can be seen that this account tried their best to promote several cultures across Indonesia. Due to globalization, we often see nations around the world forgetting about their culture or perhaps neglecting its existence. In @wonderfulindonesia it can be seen that Indonesia is not bothered about how far the world has evolved or new cultures that may enter the nation. Indonesia is always focused on preserving their norms and cultural diversity.

As for @visit_singapore, aspects of normative dimension can also be seen. To begin with, as a nation Singapore is always committed that Singaporeans and foreign visitors can be comfortable in their cities. From their posts it can be seen that Singapore cities look very modern and advanced. However, if we

look at it in detail, it is not only about the infrastructure. Singapore has also included another aspect that are produced by the Singaporean people; the food. In several posts it can be seen that the people of Singapore also work to produce delicious and various delicacies, to ensure that all people can have different food options. Through the normative dimension, Singapore have put together two important aspects; excellent township management and also the contribution of the Singaporean people.

- C. Aesthetic dimension: As for aesthetic dimension, @wonderfulindonesia's post have very good quality. To begin with, all reels or carousel posts that depicts Indonesia's culture and nature are very well constructed. Through camera work, editing, and also captions, the audience will want to visit Indonesia and experience all of it in person. As for @visit_singapore, the reels content stood out as their main content. @visit_singapore reels content has successfully depict the neat and tidiness nature of cities in Singapore. Other than that, @visit_singapore are also able to show that there are a lot of activities that can be done, which will attract a lot of attention.
- D. Sympathetic dimension: For the sympathetic dimension, we can see through the comments section in both accounts. From both @wonderfulindonesia and @visit_singapore, it can be seen that their respective audience are always send positive feedback. The positivity can be seen through *emojis* or compliments towards the posts. The majority of compliments are only one word or short sentences, but it is a sign of appreciation from the audience.

As for the analysis from the parameter that has been set by the author, both clear message and

value of attraction have already been included in the 4D Model, particularly on the functional, normative, and aesthetic dimension. Meanwhile the other three aspect of consistent posts, interaction with the audience, and digital diplomacy done through an official account will be elaborated in this passage below.

To begin with, both accounts are also very consistent in their own way. In @wonderfulindonesia, they have endless amount of nature shots because the majority of their content are only reposting from photographers and drone pilots. Therefore, it is easy to have more than one post a day, and also to be consistently posting every day. Conversely, even though @visit_singapore also repost photos from other account, producing a collaborative content with another party takes a lot of time. For that reason, it is understandable if they missed several days.

From both accounts, it can be seen that interaction with their respective audience has been done. Both accounts showed appreciation to positive comments made by their audience. Even though it is not frequent, @wonderfulindonesia and @visit_singapore have shown some level of interaction. Finally, it is highly important for digital diplomacy to be done through an official account. For both their verification as an official account can be seen through a bluetick on the right of their usernames.

What are the comparison between Indonesia and Singapore's digital diplomacy?

From @wonderfulindonesia and @visit_singapore, we can see several comparisons:

A. Nation Branding Difference: The difference in nation branding is clear and does not need further elaboration. However, it is important to be highlighted that posts by each account are aligned with their own nation branding. With @wonderfulindonesia, the accounts showed countless reels of how wonderful the nation is. All the posts that promote

Indonesia's nature and culture are all wonderful.

Conversely, for @visit_singapore, the passion of the Singaporean people to push their nations forward is visible through the buildings and overall infrastructure of Singapore. Moreover, the friendly environment of Singapore is a good addition to its digital diplomacy. Nation branding is a good tool to promote a country, but it is also important to be able to execute it in the digital space.

B. Post Variety: In terms of variety, it can be seen that @visit_singapore are ahead in this area. @visit_singapore has their own original content, in which they do not collaborate with other parties. In addition to that, there are also several posts where @visit_singapore are able to produce content with influencers. Their collaborations can be seen with @jimmyrees_ for the "Find Yourself at Singapore" series and American travel influencer, @rachelkawate. These types of collaboration are done to ensure that there are fresh content every couple of weeks. Moreover, the audience will be bored easily because of continuous repetition of the same content.

As for @wonderfulindonesia, post variety has not been achieved yet. From the account it can be seen that they have two main contents; reels about Indonesia's nature or culture and also the carousel educational posts. There is risk that the audience could experience boredom. However, it also important to note that each account has a different plan and vision regarding the pattern of posts. For most accounts like @wonderfulindonesia and @visit_singapore, they have already constructed a content plan in advance. The admin, editor, or other people involved need to follow the plan that has been created. Furthermore, both accounts represent a nation, therefore, when there is a suggestion to collaborate with an

influencer or make a revise content pattern, it needs to be discussed with the people higher up in the organization.

- C. Engagement: For engagement, it can be seen that both accounts have a huge audience. @wonderfulindonesia has around 1.4 million followers and @visit_singapore has around 679.000 followers. Even though it has been explained that both accounts are consistently in thousands in terms of likes, @wonderfulindonesia like are in the region of 5.000 to 8.000 region. Meanwhile, @visit_singapore are in the region of 1.000 to 3.000 likes. In any social media account, engagement is important. Because to grow, every social media account needs consistent engagement from the audience. However, it also important to focus on creating quality content and listening to the audience's input. Based on the research that has been conducted, both accounts have focused more on producing quality content compared to following new trends only to gain more likes or followers.

What have Indonesia and Singapore done to improve their respective digital diplomacy?

Based on the research that has been conducted, there are several aspects where both nations improve their respective digital diplomacy:

A. Indonesia:

Through @wonderfulindonesia, it can be seen that Indonesia have improve their digital diplomacy by delivering a message that can easily be understood. Indonesia is trying to communicate to the world that they are one the best tourism destinations around the world. In addition to that, Indonesia have also successfully shown to the world that there are so many islands to go to. Other than that, Indonesia's nation

branding is also a slogan that have meaning. As it has been explained in the previous sections, Indonesia's nation branding was once called "Visit Indonesia" and eventually it was changed to Wonderful Indonesia in 2011. If the nation branding was not changed, it would be difficult to depict Indonesia in any social media account. "Visit Indonesia" was not a bad nation branding; however, it was unable to describe Indonesia. Frankly speaking, it was only tagline to encourage people to come to Indonesia. With Wonderful Indonesia, it describes Indonesia as a wonderful place, and it creates a curiosity for the audience to learn how wonderful Indonesia is. Having a strong nation branding is important, as all digital diplomacy activity will be done around it.

Furthermore, @wonderfulindonesia's post frequency is also good. 225 posts from January 2024 to March 2024 shows that the account is always active and tirelessly promoting Indonesia. However, there is one criticism that can be directed towards @wonderfulindonesia.

@wonderfulindonesia missed one important aspect that makes Indonesia wonderful; the people. Often times we see tourists' testimony of Indonesia and almost all of them mentioned that the Indonesian people are very nice and friendly. Throughout January 2024 until March 2024, there was not a single post that depicts the friendly nature of the Indonesia people. It is a missed opportunity because Indonesia is not only made of its nature and culture, the people of Indonesia also make the nation wonderful. If Indonesia are able to depict the friendly nature of the Indonesian people in the account, Indonesia's digital diplomacy in this account will be much better.

B. Singapore:

On the contrary, Singapore has managed to add the human touch towards their Instagram posts. Other than the result of the passion of the Singaporean people, the reels content in @visit_singapore also depicts Singaporean people as a friendly host. It can be seen that the locals are always happy to welcome travelers and excited for them to enjoy Singapore. Furthermore, another aspect that has improved their digital diplomacy is Singapore's nation brand; "Passion Made Possible". Similar with Indonesia, Singapore went through a couple of nation branding until they finally ended up with "Passion Made Possible". In Singapore's case, they went through seven nation branding. With Singapore we can see that creating a nation brand is not an easy job. Nation branding are often times very short, but has to have a deep meaning. From the author's perspective, "Passion Made Possible" is the best nation branding for Singapore.

It represents the history of Singaporean people and the country itself. In addition to that, it can be seen through @visit_singapore, the passion of the Singaporean people is always alive. Singapore will not stop developing, as the passion of their people will always drive them forward.

However, there are one criticism that can be provided towards @visit_singapore. It is regarding the frequency of posts. It has been explained in the previous passage that, @visit_singapore only has 63 posts from January 2024 to March 2024. If compared to 225 posts that has been created by @wonderfulindonesia, 63 posts in three months are not enough.

5. CONCLUSION AND RECOMMENDATION

From this research paper it can be seen that @wonderfulindonesia and @visit_singapore has their own ideas and preferences regarding what type of content that will be put out. @wonderfulindonesia prefers repetition, with the continuous reels and carousel posts regarding cultures and natures of Indonesia. This is a good idea, as both aspects are the main selling point of Indonesia and aligns with Indonesia's nation branding of "Wonderful Indonesia". As for @visit_singapore, they choose to go down the route of posts variation. The variety of posts are also done with influencers, which many of them comes from outside the nation. Furthermore, Singapore's nation branding of "Passion Made Possible" are also depicted in every posts. Through the constructivism theory, it can be seen that both nations focus on their strengths. Indonesia and Singapore are an example on how nations can both promote and protect themselves through digital diplomacy. As it has been explained in the previous chapter, digital diplomacy can also act as a barrier. Other nations or the international community are directed to see best side of a certain nation. Openness attracts a lot of tourists or business possibility, however, being too open is also not wise. There are certain aspects of a nation that needs to be hidden from the public, and the best way to do that is through digital diplomacy.

In regards to the first research question of; "How do both digital diplomacies measure up to the ideal digital diplomacy?", it can be said that both digital diplomacies are ideal. Both digital diplomacies are ideal because it fits into the 4D Model of Nation's Image and also the parameters set by the author. Furthermore, it also can be said that the digital diplomacy of both nations is strong and consistent. Throughout the analysis section of chapter four, we have seen several points of view of analysis. The influence both accounts have on their respective nation's diplomacy, analysis through the constructivism theory, and also through the three research questions. Through all those points of view, it can be seen

that the outcome or results are similar. From the author's perspective, it shows that regardless of the angles in which people view Indonesia's and Singapore's digital diplomacy, the answers that they receive will always be constant. In this case, it shows that both nations have built a strong foundation for their digital diplomacy practices.

As for the second research question; "What are the comparison between Indonesia and Singapore's digital diplomacy?", three main comparisons have been analyzed. From the difference in nation branding, post variety, and engagement, it can be seen that Indonesia and Singapore have their preferences on how to conduct digital diplomacy activity in Instagram. However, one key aspect that other nations should follow lies in the engagement section. From the research that has been conducted, both nations only focused on creating the best contents possible. @wonderfulindonesia and @visit_singapore can have more engagements or likes if they choose to follow current trends. But, if they do follow current trends, there is a question of whether the trend match with their vision, values, or their nation branding. Especially in an account that were made to promote a nation, there are values that need to be safeguarded. Furthermore, there is also risk of domestic backlash, if the people do not agree or like current trends.

For the final research question of; "What have Indonesia and Singapore done to improve their respective digital diplomacy?" the most notable improvement that both nations made are through their nation branding. From this research paper, it has been explained that Indonesia and Singapore have made changes until they finally found the perfect nation branding. A nation branding should be the cornerstone for any type of digital diplomacy activity. Therefore, if a nation brand is not clear or strong enough, conducting digital diplomacy activities around a nation brand will be difficult. However, besides the improvement that both nations have made, it also needed to be highlighted that Indonesia

and Singapore have improvements to make. With @wonderfulindonesia, they have neglected the people aspect. In this case, there are no Instagram posts that depicts the Indonesian people's courteous aspect; "*Ramah Tamah*". Meanwhile, based on the 63 posts from January 2024 to March 2024, they need to posts more frequently.

In conclusion, digital diplomacy done by Indonesia and Singapore through the Instagram account of @wonderfulindonesia and @visit_singapore are exemplary. Through a strong nation branding, they have managed to promote and represent their nation in the best way possible. Along the way, both accounts also protected the image of their respective people and nation. However, it has to be said that due to @visit_singapore inclusion of human aspect towards their posts, in this case, Singapore's digital diplomacy is more complete compared to Indonesia.

RECOMMENDATION

After a thorough observation, the author several recommendations for both nations:

- A. Indonesia: As it has been analyzed in the previous chapter, @wonderfulindonesia still lacks the post variety and also the human aspect. In regards to post variety, @wonderfulindonesia can take example from @visit_singapore, collaborating with influencers. In Indonesia, there are a lot of influencers and many of them are very successful. However, because the objective is to attract foreign audience, @wonderfulindonesia should approach influencers from other nations. Moreover, the designated influencer should not be a random person, but a person from a nation where Indonesia does not have a lot of travelers. For example, if from the region of North America, Indonesia still lacks visitors from Canada, then Indonesia should approach a Canadian influencer. As for the content itself, the influencer should

be given free tickets and a place to stay, and from there he or she will make content about their journey in Indonesia. Meanwhile, for the human aspect, @wonderfulindonesia can make reels series. The series should depict the wonderful nature of the Indonesian people. Moreover, the series should be focused on specific area in Indonesia and shows the interaction between the people. Also, the series can be titled “Wonderful Indonesia, Wonderful People”.

As for the Indonesian government, because digital diplomacy activities on Instagram or any other social media platforms are closely related to digital marketing, there needs to be further talent development in that area. In order to do that, the author recommend the government to hand out scholarships for student that want to pursue digital marketing abroad or domestically.

- B. Singapore: With @visit_singapore, it has been explained that they frequency of post is still an issue. In this account it is clear that they try to create as many reels as they can, and also tried to make each reel different. It takes a lot of time to construct a good narrative for each reel and also to edit it. Therefore, the author recommends @visit_singapore to make a simple content in between reels posts. For example, @visit_singapore can make an educational post about Singapore.

Using the carousel feature, the account can explain the meaning of Singapore’s nation branding of “Passion Made Possible” or the history of a certain city in Singapore. It is understandable that @visit_singapore wants to continue making quality content consistently, however, consistent posting is also an aspect that cannot be forgotten.

As for the Singaporean government, the author would recommend them to make a bilateral agreement with another country regarding this matter. With the bilateral agreement, other nations are allowed to promote their nations in the @visit_singapore Instagram account. In return, Singaporean people can have an easier procedure regarding visa applications.

Finally, one last recommendation that applies for both accounts. From the authors observation, @wonderfulindonesia and @visit_singapore have interacted with their audience in the comments section, there are prove of that. However, it is not done consistently. The author would like to suggest that the admin of each account reply to five comments in every new posts. If this is done consistently, the audience will feel more included as part of the account.

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