

CHAPTER 1

INTRODUCTION

1.1 Background

Cultural diplomacy as a scientific study of International Relations used as one of the initiatives to promote the country, increase existence, or spread influence to other countries to achieve national interests for each country (KM. Panikkar, 1995, p.3). Diplomacy is one of the main tools used by the state in the implementation of foreign policy and the achievement of national interests which can then become a bargaining value or state branding of a country so that can also build an image of a country (Dian Effendi, 2008) .

Diplomacy is part of soft power in various forms, such as public diplomacy and cultural diplomacy. Cultural diplomacy is an effort to fight for the national interests of a country through culture, both at the micro level such as sports and arts, as well as at the macro level such as propaganda and others . Cultural diplomacy is considered effective in achieving goals because the implementation can take place in any situation, whether in a state of peace, crisis, conflict, or war.(Wade, 2007).

Public diplomacy is used by a country for several purposes, such as promoting cultural values or other elements. Public diplomacy conducted to open lines of communication between a country and other countries. In public diplomacy, the preferred form is to communicate directly with the foreign public by promoting the country's identity while influencing it. Another goal of the public diplomacy concept is for the government to change its views to suit its people. Public diplomacy also increases people's sense of familiarity and understanding of their country with the aim of gaining support from their country (Melissen, 2006).

Public diplomacy can be understood as the process of government

communication to foreign publics aimed at providing an understanding of the country, its attitudes, institutions, culture, national interests and policies . The notion of cultural diplomacy involves the use of culture as one component of diplomacy and this has largely been limited to the promotion of a country's culture abroad in order to strengthen relations with other countries, enhance cooperation or advance national interests. This notion is growing, challenged by increasing global connectivity, until the rapid development of information and communication technology facilitates and transforms cultural exchanges that occur from the public to the private sphere. As Goff (2013) reveals (Hennida , 2009).

Cultural diplomacy is defined in the context of international relations as the skill to persuade through culture, values and ideas rather than through military means. Furthermore, Cummings states that cultural diplomacy represents the exchange of ideas, information, art and other cultural aspects between countries and communities to increase mutual understanding. Cultural diplomacy develops in an understanding that is in line with the development of the discussion of soft diplomacy in the context of relations between countries that cannot be separated from the concept of soft power, hard power. The method introduced by Cummings into the practice of American power was later developed in many Asian and European countries. The strong desire to further optimize diplomacy efforts due to the high cost of war, coupled with globalization and technological advances, led to a reorientation of efforts towards the use of force to resolve international conflicts. In this context, cultural diplomacy is a tool to help countries assert their position in the eyes of the international community. Cultural diplomacy is not conducted through a government-to-government mechanism but rather emphasizes the relationship between government and society, and more importantly, the relationship between community and society (Carbone, 2017).

Cultural diplomacy and E-Sports are interesting approaches to

promote Indonesia's identity and culture globally. E-Sports is a global phenomenon that reaches a wide audience, especially among the younger generation. Through cultural diplomacy, Indonesia can utilize the popularity of E-Sports to showcase rich culture, traditions and natural beauty to the world. For example, tournaments Indonesian culture- themed E-Sports or virtual exhibitions on cultural heritage can be effective platforms to reach international audiences.

In addition, the participation of Indonesian E-Sports athletes in international competitions can be a platform to promote cultural diversity, introducing unique foods, languages, and customs styles to the global E-Sports community. By continuing to integrate cultural elements into the E-Sports industry, Indonesia can expand the scope of cultural diplomacy, increase appreciation for cultural heritage, and build a strong network of cooperation internationally.

Electronic sports (E-Sports) is one of the most popular sports in recent times. E-Sports consists of two words "Electronic" and "Sports", which refer to competitions that use video games as a means of competition. The first development of E-Sports culture came from video game competitions (J.Burrell, 2020). E-Sports is a global phenomenon that has grown significantly in recent years. In Indonesia, the development of E-Sports is equally interesting and its role in the entertainment and sports industry is increasing. E-Sports refers to video game competitions where professional players compete for prizes. In recent years, the sport has become increasingly popular in Indonesia, creating active and vibrant communities across the country (IEPL, 2021).

E-Sport or electronic sports has become a growing industry around the world, including Indonesia. In recent years, Indonesia has seen a significant increase in the popularity and acceptance of E-Sports as a legitimate and serious form of sport. In Indonesia, the popularity of E-Sports first emerged in 2014 when Indonesia sent a Dota 2 team to the

Dota 2 World Championship in Seattle. Although the team did not manage to win the tournament, Indonesia's participation in the event has elevated Indonesia's E-Sports name to the world stage . (Chairi, 2005)

In 2018, Indonesia hosted the 18th Asian Games in Jakarta and Palembang, where E-Sports became a competitive sport for the first time. E-Sports was organized as a first event and the event showed the great potential of E-Sports as a form of competitive sport. In addition, the Indonesian government is also getting more involved in the E-Sports industry and recognizing E-Sports as a legitimate form of sport. In 2020, the Indonesian Ministry of Youth and Sports officially recognized E-Sports as a sport under the Indonesian National Sports Committee (KONI). In recent years, E-Sports tournaments in Indonesia have also been held more frequently and attracted many fans. Some of the biggest E-Sports tournaments in Indonesia include the Indonesia Gaming Championship (IGC), Mobile Legends: Bang Bang Professional League (MPL), and PUBG Mobile Indonesia National Championship (PINC). Of course, the E-Sports industry in Indonesia still faces many challenges. One of the biggest challenges is the lack of adequate infrastructure, such as training centers and E-Sports arenas. But with the support of the government and E-Sports-related companies in Indonesia, it will become more progressive (Nuance, 2023).

The internet is one of the media that is currently in great demand by many people. Because with the internet, they can access any information anywhere in the world. The development of the internet today is no longer used only for web browsing, chatting and email, but students now often use it to play games known as online games (GO). Many students enjoy playing games, both online and offline. We can see this in cities where there are many online game centers. Online games are almost always favored by tourists because the price is cheap compared to internet cafes. Apart from game centers, this can also be done at home (Tattakuna, 2016).

The role of E-Sports in Indonesia is not just limited to entertainment. The E-Sports industry has created new jobs such as professional players, coaches, and more. In addition, E-Sports has become a platform to develop the talents and skills of Indonesia's young generation in the field of technology and creativity. In recent years, several Indonesian E-Sports athletes who have achieved success in the international arena show that Indonesia has great potential in the world of E-Sports (Brahmantyo, 2018).

The development of E-Sports in the world is increasingly rapid and along with the advancement of current technological developments, the emergence of E-Sports tournaments in various parts of the world shows that interest in E-Sports is increasing. Several game company developers around the world have also begun to improve the quality of sports tournaments every year, both by increasing the total prize pool and the tournament structure itself (Pertwi, 2017).

Electronic sports or E-Sport is now growing rapidly in Indonesia. This is evident from several Indonesian E-Sport teams that excel in international E-Sport competitions. For example, the Recca E-Sport, NXL, or CS:GO teams often win championships in prestigious E-Sport tournaments, both on a national and international scale. In fact, one of the CS:Go players from Indonesia has been recruited by China to play Counter Strike 2. E-Sport is a sport that is open to anyone. Because E-Sport does not require physical standards like conventional physical sportsmen. Even E-Sport can be played by people with disabilities (Turnip & Hukom, 2023)

The growth of the E-Sports industry in Indonesia has a significant impact on the country's economic growth and creative industries. The E-Sports industry involves various companies such as hardware manufacturers, software manufacturers, and network service providers that contribute to the creative economy in Indonesia. In addition, the development of the E-Sports industry creates new jobs for young people who are interested and talented in the world of sports, electronics, reducing unemployment and improving people's economic welfare. State revenue

from taxes and fees from tournaments or other E-Sports activities. Income from the E-Sports industry can increase government revenue and be used for infrastructure development and other sector development. In addition, the development of the E-Sports industry also has the potential to increase investment in Indonesia in various aspects such as E-Sports infrastructure, hardware and software, creating new jobs and increasing overall economic growth. Business opportunities that can be utilized such as the sale of video game equipment and accessories and E-Sports tournaments that attract foreign tourists can also increase people's income and the Indonesian tourism industry (Prasetya, 2021).

In general, E-Sports refers to different teams or individual players competing against each other and trying to be the best at a particular game. This is the main attraction for the audience to follow E-Sports, this can be seen from the large number of visitors at E-Sports events such as the Electronic Sports League (ESL) which is able to attract viewers for up to three consecutive days, Counter Strike World Shooting Championship 2016 which is able to attract up to 3,000 people, 14,000 spectators, and the Global Offensive Event in Cologne that already took place before the event was sold out and the great thing is that it will also be broadcast online to the whole world (Piercing, 2022)

E-Sports is one of the four additional sports at the 31st Southeast Asian Games (31st SEA Games) held in Vietnam. This is the second SEA Games in history that E-Sports has been chosen as an official sport. This is not only an opportunity for the younger generation to compete for medals, but also a chance for the public to get a more multidimensional view of E-Sports. In addition, it is also an opportunity for E-Sports to prove its superiority as a bridge of friendship for Southeast Asian youth in the digital era (Kompasiana, 2024).

The first development of E-Sports culture came through gaming competitions. One of the fastest growing E-Sports is Mobile Legends.

Mobile Legends: Bang Bang is a Multiplayer Online Battle Arena (MOBA) game as it is popular in the Southeast Asia region. That's why the Mobile Legends game officially participated in the 2019 Sea Games in the Philippines. Another reason for choosing Mobile Legends is because the game fulfills five E-Sports categories, namely. Using video games as competition, involving more than one person, and had its own tournament. There are approximately 8 million active users of Mobile Legends: Bang Bang in Indonesia. It is clear here that Mobile Legends is very popular, especially the number of Mobile Legends influencers in Southeast Asia is very large from all corners of the country (Firmansyah, 2020).

PBESI is one of the sports organizations in Indonesia which was founded on January 18, 2020. This is a historic moment for Indonesian sports. With this organization, all elements in the E-Sports ecosystem receive attention and can continue to grow. For the 2020-2024 period, PBESI is chaired by *General Pol. (P.) Prof. Dr. Budi Gunawan S.H., M.Si.* PBESI (Indonesian E-Sports Executive Board) has a strong vision to develop and promote E-Sports so that it can be widely recognized. In the future, it also hopes that Indonesian E-Sports talents will be able to become the best, especially in the Asian region. PBESI organization will be a forum for E-Sports teams, players and game streamers to make E-Sports sports better known in Indonesia. In its implementation, this organization will help the development of E-Sports starting from the regional level. The high target to be able to excel at the international level certainly requires careful preparation (Damar, 2022).

IESPA (Indonesia E-Sports Association) had just announced that it has officially joined the Indonesian E-Sports Executive Board (PBESI) as the only organization that oversees E-Sports as a sport, leading and directly responsible to the Ministry of Youth and Sports and the Indonesian National Sports Commission (KONI). IESPA's induction into PBESI shows the alignment and harmony of the vision and each institution in terms of fostering, building, and developing national E-Sports, both from

the recreational side, competition, and achievement. PBESI, which was established in 2020, has indeed become a forum that houses all activities related to E-Sports in Indonesia. Currently, PBESI has expanded its management to all regions of Indonesia, including finalizing regulations on E-Sports in the country (Diandra, 2023).

In Southeast Asia, the E-Sports market is experiencing tremendous growth, with soaring revenues, a significant user base, and lucrative sponsorship and advertising opportunities. As E-Sports continues to captivate audiences around the world, it is poised to become a major force in the entertainment and gaming industry, shaping the future of competitive gaming. The E-Sports market is booming in ASEAN, and its revenue is projected to skyrocket in the coming years. Even E-Sports itself has started to become a mainstream entertainment industry. This can be seen from the inclusion of E-Sports into the SEA Games in the Philippines in 2019 and the SEA Games in Vietnam in 2021. The success of various E-Sports tournaments is also a factor in the development of E-Sports in Southeast Asia, namely Mobile Legends: Bang Bang M1, M2, M3, and also the Free Fire World Series.

Based on the background described above, the author is motivated to conduct research entitled "**The Role of E-Sports Events in Enhancing Indonesia's Cultural Diplomacy in ASEAN**".

1.2 Limitations and Problem Formulation

Seeing the problems discussed in the title of this research, the authors choose to develop a discussion of the Role of E-Sports Events in Enhancing Indonesian Cultural Diplomacy in ASEAN. With these limitations, this research can better explain the results of the research clearly and purposefully, for this reason the authors formulate 2 problem formulations in this study, namely:

- a. What is The Role of Indonesian E-Sports Association in Enhancing Indonesian Cultural Diplomacy in Southeast Asia ?

- b. What are Challenge of Indonesian E-Sports Association in Enhancing Cultural Diplomacy in Southeast Asia ?

1.3 Research Objectives and Advantages of the Research

1. Research Objectives

This research was created with a purpose, namely:

- a) To knowing the role of the Event E-Sport Indonesia in enhancing Cultural Diplomacy in ASEAN.
- b) To find out the challenges of E-Sports towards improving Indonesia's ASEAN cultural diplomacy.

2. Research Benefits

The expected uses of this research are:

- a) For author, this research is expected to increase understading and ideas that can later be applied for the good of the nation and states.
- b) For academics, this research is expected to be used as information and reference for International Relations students regarding the Role of E-Sports Events in Enhancing Indonesian Cultural Diplomacy in ASEAN which has been implemented in order to achieve national interests for the country and in order to minimize the negative impact of the formation of E-Sports Events in Indonesia in Enhancing cultural diplomacy in ASEAN.

1.4 Conceptual Framework

As a guideline to facilitate the author in carrying out research, the author uses a framework of concepts and theories in accordance with the above problems, as for the theories related to this research, namely cultural diplomacy.

1. Cultural diplomacy

Diplomacy is categorized into two, namely *first track diplomacy* and *multi track diplomacy*. According to Jeffrey Mependere in his writing "*Track one and a half diplomacy and the contemporary of*

tracks" explains that first track diplomacy involves government to government, is confidential, and is usually used to end a conflict or dispute. *First track diplomacy* emphasizes the important role of the state in conducting negotiations to maintain and preserve peace (Louise D. & J. McDonald, 1996, p.7).

Cultural diplomacy is an effort to achieve a country's national interests through understanding, informing, and influencing foreign audiences. If the traditional diplomacy process is developed through the mechanism of government to government relations, then public diplomacy is more emphasized on government to people or people to people relations. Cultural diplomacy aims to find friends among the people of the country to be able to contribute to efforts to build good relations with other countries (Mefendence Jeffrey, 2013). The concept of cultural diplomacy comes from two words: diplomacy and culture. Diplomacy is a tool used in international relations to achieve national interests. Traditionally, diplomacy is a country's effort to fight for its national interests in the international world. (K.J. Holsti, 1984, pp. 82-83).

Diplomacy is defined as the art of advancing the interests of a nation through peaceful negotiations that allow it to deal with other countries, but if peaceful means fail to achieve the desired goal, then diplomacy allows the use of threats or actual force as a means to achieve the goal. However, in modern times, states prefer alternatives to the use of force. Besides consuming a lot of resources, physical diplomacy cannot reach the people of the country. Using media as culture is a good option to creating cooperation and appreciation from other countries peacefully (S.L Roy, 2017).

The purpose of the cultural diplomacy program is to attract the hearts of the intended foreign community to gain respect from them,

the results of this activity are difficult to see and measure with certainty Previous researchers said, Diplomacy is a political activity that is part of mutually influential international activities involving the role of governments and international organizations in achieving their goals, as well as through diplomatic representatives or other actors . (Melissen, 2006) (Suryokusumo, 2004).

Culture has something that can attract someone's interest, because its differences and characteristics easily attract someone's interest when looking at the culture itself. This can clearly be used as cultural diplomacy because it can open up opportunities to establish and maintain cooperation in other fields such as economics, politics, defense and security. In the practice of cultural diplomacy, the main goal of cultural diplomacy is to influence public opinion or the international community to support a particular foreign policy. This public opinion can influence a country's policy because it changes the public's view of the image of another country, which often happens in cultural diplomacy (Aldrian , 2015).

In the literature entitled A Greater Role for Cultural Diplomacy, Simon Mark divides the basic elements of cultural diplomacy into 4 categories. These elements are : (Mark, 2009)

a) Actors and government involvement

Cultural diplomacy is a government diplomatic practice, where cultural diplomacy supports the government's foreign policy. Cultural diplomacy usually involves the foreign ministry directly or indirectly.

b) Objectives

Cultural diplomacy is conducted for several purposes. The government conducts cultural diplomacy to achieve idealistic goals, such as to build mutual understanding, combat ethnocentrism and stereotypes, and prevent conflict. Apart from

the idealistic goals of cultural diplomacy, there are also objective functions that cultural diplomacy has, namely increasing trade, political, diplomatic, and economic interests, building bilateral relations, including economic, cultural, trade, cultural and diplomatic elements, connecting diaspora groups, and also helping in maintaining bilateral relations in times of tension between two countries.

c) Activities

The target of cultural diplomacy activities is to cover many circles. Cultural diplomacy activities are now not only seen by the elite and do not cover various groups, but have expanded such as providing scholarships abroad or student and intellectual exchanges, conducting art activities both at home and abroad, cultural group performances, art shows and exhibitions, seminars and conferences, festivals held abroad and supporting festivals organized by other countries at home. This is further emphasized by Erik Pajtinka in his article entitled "Cultural Diplomacy in Theory and Practice of Contemporary International Relations".

d) Audiences

In attracting the interest of foreign communities, countries that conduct cultural diplomacy abroad also support other countries' cultural diplomacy activities in their own countries in order to maintain good relations, such as providing a place for other.

Countries' cultural communities to conduct cultural activities in their countries. The audience of cultural diplomacy activities carried out abroad can be the diaspora of their own country, Simon Mark gave an example such as India, this is because many Indians are in the diaspora, so the purpose of his country's diplomacy is to connect with their own people.

2. E-Sports

E-Sports, which means Electronic Sports in Indonesian, is a sport that is still very new in Indonesia. E-Sports is a type of sport based on electronic equipment such as computers, smartphones or game consoles such as PlayStation or Xbox. E-Sports has different definitions, not only by academic practitioners but also by market analysts and E-Sports associations. According to E-Sports associations, E-Sports is a competition between human players using video games and computers using various digital devices and platforms. Then according to market analysts, E-Sports is a competitive and organized computer or console game at a professional or amateur (semi-professional) level. From these two definitions, it can be concluded that E-Sports is a game that is carried out competitively (Werder, 2022).

E-Sports in Indonesia was popularized by the Indonesian gamers community, now known as Liga Game. The role of the gaming community in Indonesia contributed to the development of E-Sports in Indonesia. The rise of internet cafes (Warnet) in the 2000s greatly helped the Indonesian gaming community in popularizing E-Sports. There were many obstacles in the development of E-Sports, including opposition at the time, lack of socialization, and lack of facilities. This year's gaming tournaments can't only be held at internet cafes that were then popular. Then in 2002, the Gamers League community became the organizer of the World Cyber Games (WCG), opening the door to participation in international gaming competitions in Indonesia. E-Sports has its own ecosystem, there are three important roles that enter the scope of E-Sports, namely E-Sports organizers, E-Sports teams and spectators. The E-Sports organizers are the game-making companies that provide platforms and organize tournaments or leagues. The E-Sports teams themselves do not only participate in tournaments to generate revenue, they also rely heavily on

sponsorship. The role of the audience in the E-Sports world is also very influential in the E-Sports ecosystem. E-Sports will access features platform that created by E-Sports organizers, they also regularly visit E-Sports tournaments, which can increase ticket and merchandise sales. Spectators are also needed in a live broadcast conducted by E-Sports (Kurniawan, 2019).

E-Sports players or athletes will usually hold live broadcasts on YouTube social media, they broadcast their activities live while practicing playing games .

"E-Sports to become a medal event at the 2022 Asian Games" - British daily newspaper The Guardian reported in mid-April 2017 on the Olympic Council of Asia's decision to include E-Sports, also known as electronic sports or competitive gaming into the official program of the 2022 Asian Games in China.

According to the Council of Asian Organizations, the Asian Games is "the largest multi-sport event after the Olympics" and generally follows the Olympic sports program. Therefore, this decision, which reflects the "rapid development and popularity of new forms of sports participation among young people", could be an important milestone for E-Sports as a sport to gain official and global recognition. However, the question of whether E-Sports should really be considered a sport is debatable and requires careful consideration. This is an important question because in Germany, for example, the state promotes sports through subsidies . Tax exemptions for sports organizations. Tax-exempt status is common in many sports in the European Union, for example the tax authorities of Austria, Denmark, France, the Netherlands and Belgium recognize bridge as a sport. This means that potential E-Sports associations and their affiliates could gain significant economic benefits if E-Sports is officially recognized as a sport (Azzery & Krisnadi,2019).

In addition, spectator tickets for the Electronic Sports League (ESL) 2016 event were sold out, and the event also had funders and sponsors, making E-Sports an important industry. This shows the potential that E-Sports brings to economic development. The prizes given to players are huge and constantly increasing (Nathanael & Maer, 2017). The International DOTA 2 E-Sports tournament had a prize pool of over \$20 million, the highest prize pool of any tournament in 2016 in Seattle. The prize pool for the 2017 tournament will be even higher than that. (Fajri, C. 2012). Therefore, E-Sports is very appealing to teenagers. E-Sports illustrates many possibilities to reach teenagers and connect them at least with virtual sports activities, which again can encourage a growing interest in practicing the sport itself (Achmad, 2019)

The development of E-Sports in Indonesia, compared to other countries is still fairly "low and has not received recognition, but over time the *Indonesia E-Sports Association (IESPA)* was finally formed by the Federation of Community Recreational Sports (FORMI) which is under the auspices of the Ministry of Youth and Sports of the Republic of Indonesia, the Ministry representing the Indonesian government decided that IESPA officially joined the country and several short-term and long-term targets of competitive gaming organizations supported by *montoon, tencent, garena* which includes the provision of competitions in general, the initial establishment of IESPA was initiated by gamers from several types of online-based games, forums, and several gaming teams in Indonesia, becoming the only E-Sports coaching association in Indonesia and has received international recognition by *The International E-Sports Federation (IESF)*" (Arni, Muhammad. 2017). E-Sports does not reflect the business as a whole. "There is business from E-Sports teams, business from advertising, and fanbase,". Even so, there are currently no regulations related to E-Sports at all. "When we pushfor E-Sports

regulations, we are not promoting E-Sports tournaments, what we want to push for is the growth of the E-Sports industry. " Citing The Indonesia Gamer report from Newzoo, he mentioned that the number of gamers in Indonesia has reached 43.7 million people while the revenue in this industry reached US\$879.7 million. One thing to keep in mind, the report was made in 2017 and is based on data from people living in urban areas. This indicates that public interest in E-Sports is large, the development of E-Sports in Indonesia is also growing quite rapidly, this is in accordance with the research I have done. Now there are many games included in the sports category called E-Sports (Nugraha, 2021).

3. Operational Table

This study uses two variables consisting of independent variables and dependent variables. Independent variables are variables that affect the dependent variable in the study. Independent variables can also be the cause of changes that cause the appearance of dependent variables. Meanwhile, the dependent variable in question is a variable that is affected or can be said to be a variable that is the result of the existence of an independent variable in this study.

The independent variables referred to in this research is E-Sports. While the dependent variable referred to in this study is Cultural Diplomacy. These two variables will be analyzed at the international level using four categories, Actors and Government involvement, Objective, Activities, and Audience with the following description of the operationalization of these variables:

Dependent Variable	Independent Variable	Category	Indicator
		Actors and Government	Government, Gamers
			Evaluating

Culture Diplomacy	E-Sports	Objective	alternative policies then display and distinguish between alternative policies About Esport and Cultura l Diplomacy
		Activities	Verifying and Defining the problem on the lack of Role of Esports in enhancing diplomacy culture.
		Audience	Community and community gamers.

4. Research Arguments

Based on the background discussed in this issue, the author has an initial view that E-Sports has not fully developed, so there are several discussions that will be oriented to the following hypotheses:

- a. The Global Influence of E-Sports in Indonesia: E-Sports has developed into a global industry that connects different countries and cultures. In the ASEAN context, the development of E-Sports can be considered as an effective medium to promote Indonesian culture across the region, given the huge global participation and attention to these electronic sports.
- b. Youth Attraction in Indonesia: E-Sports has great appeal especially to the younger generation in Indonesia. Using E-Sports

as a cultural diplomacy tool could allow Indonesia to more easily influence youth in neighboring ASEAN countries. This can help build closer ties among ASEAN youth.

- c. The Effect of Cultural Diplomacy in Strengthening National Identity and Positive Image in Indonesia: Cultural diplomacy helps countries build a positive image in the eyes of the world and strengthen national identity. Research can explore how cultural diplomacy is used to promote and protect a country's national image.

5. Previous Research

No.	Title	Theory	Results	Comparison Study
1	Muhammad Reza Aziz Prasetya (2021). E-Sports as a Competitive Sport a Recreational Activity By Definition and Regulation in Indonesia	Qualitative Descriptive Theory	E-Sports has become a topic scientific described from different perspectives. Based on definition of sport, E-Sports cannot be identified mainly due to physical activity missing at E-Sports.	This case describes how E-Sports developed as a competitive sport and became activities that can be done for just recreation by playing games Online.
2.	Rachmat Fahri	Descriptive	E-Sports	This case

	Priyanto. (2019). Utilization of <i>E-Sports Games</i> As Media (Phenomenological Study of the Utilization of Online Games as a Symbolic Interaction Media in Jakarta).	Theory Cumulative	athletes before entry into the interest in becoming an E-Sports athlete ranging from college, to those who decided to quit college by E-Sports Athlete.	explains how E-Sports became one of the attractions to make a professional occupation from All Walks of Life Circles Age.
3.	Rahma. (2018). Social Interaction in Indonesian Adolescents who is addicted <i>Online Games</i>	Descriptive Theory Cumulative	Reasons for Playing online games by students are as means of entertainment, Answer. want to curious about How online game runs not just as game but becomes work.	This case explains how E-Sport development at Indonesia.

1.5 Research Methods

1. Research Type

This research will discuss how the development of the E-Sports industry in Indonesia in the context of ASEAN and what positive impact E-Sports has on Indonesia's cultural diplomacy in ASEAN. For this reason, researchers use a descriptive method to analyze the Role of E-Sports Development in Enhancing Cultural Diplomacy Indonesia in ASEAN. This method is intended to provide, explain, and critically describe research theses or phenomena in events or social interaction events in society that want to be sought and found the meaning. Furthermore, in an inductive qualitative approach, which focuses on certain logical ways to generate general hypotheses.

2. Data Collection Technique

In collecting data, the author uses qualitative techniques in data collection, and also uses the method of literature review or *library research* by using secondary data related to the role of E-Sport events in the development of Indonesia's cultural diplomacy in ASEAN. Where researchers look at and review several existing sources or literature, be it in books, journals, articles, documents, papers and several other sources such as newspapers in which there is information on the issue being studied.

3. Data Analysis Technique

To conduct data analysis, researchers use Qualitative analysis techniques, where this research emphasizes analysis and observation of substance phenomena and how the meaning of these phenomena can later explain how the results or outputs in this study.

4. Research Phase

According to Sugiyono (2007), there are three main stages in qualitative research:

- a. Description stage or orientation stage. At this stage the researcher describes what is seen, heard and felt. The researcher just makes a cursory list of the information he gets.
- b. Reduction stage. At this stage, the researcher reduced all the information obtained in the first stage to focus on a particular problem.
- c. Selection stage. At this stage, the researcher describes the focus that has been determined in more detail and then conducts an in-depth analysis of the focus of the problem. The result is a theme that is built based on the data obtained in the form of knowledge, hypotheses, and even new theories.

1.6 Systematization of Writing

The following is a systematic description of the writing which is divided into five chapters, namely:

CHAPTER 1 Introduction includes background of the problem, Limitation and Formulation of Problems, Objectives and Benefits of Research, Conceptual Framework, Research Methodology, Systematics of Research Writing.

CHAPTER 2 Discussion of Cultural Diplomacy and E-Sports.

CHAPTER 3 Overview of the Role of Indonesian E-Sport Events in Enhancing Indonesia's Cultural Diplomacy in ASEAN.

CHAPTER 4 Analysis and Research Results in this chapter the operationalization of the variables put forward from chapter 1 will be implemented against the data to find answers and justification for the research questions raised.

CHAPTER 2

LITERATURE REVIEW

In the world of international relations, there are several theories used to help explain the conceptual framework used by the authors in this study, namely cultural diplomacy and E-Sport. These two concepts, cultural diplomacy and E-Sports, can be interconnected because they both have the potential to reach a global audience widely and effectively.

According to Tulus Warsito and Kartikasari, cultural diplomacy is an effort made by developing countries as part of their national diplomacy. In contrast to political, military, or economic approaches, cultural diplomacy uses an approach through education, art, science, and sports. Cultural diplomacy not only involves interaction between governments, but can also involve non-governmental actors, both individuals and groups. Cultural diplomacy is often known as Soft Power Diplomacy which utilizes artistic instruments as a tool of diplomacy. This is in contrast to Hard Diplomacy, which relies on military force and is often associated with war diplomacy. The soft power owned by a country is basically measured based on three parameters, namely:

1. Culture

Culture is a set of values and activities that have meaning for society. Culture is divided into two categories: high culture, which includes art, literature, and education, and popular culture, which spreads rapidly among the wider community. This culture can then attract interest from others due to its ability to be universally promoted and accepted by the wider community, even outside of its home country.

2. Foreign Policy (*Policies*)

It is an effort of governments abroad that has an impact on the international public. South Korea, for example, utilizes cultural

elements in their soft diplomacy by disseminating their unique culture. This succeeded in creating the Korean Wave phenomenon in Southeast Asian countries, including Indonesia. Korean Wave is known for its attractive and accessible appearance. The use of visually appealing artists is also an important factor that contributes to their popularity among the Indonesian people.

3. Political Values (*Politic Ideas*)

Referring to a set of values and their application in the government's political policies in the country, it can be said that regional values can influence the international public's view of the country.

The relationship between cultural diplomacy and E-Sports opens up great opportunities for countries to strengthen their image in the international arena and establish closer ties with other countries. E-Sports, as an ever-growing global phenomenon, involves millions of players and spectators around the world, making it an effective platform for cultural diplomacy. By utilizing E-Sports, countries can introduce and promote elements of their culture to a wide international audience.

2.1 Cultural Diplomacy

International relations that aim to further ensure the freedom, territorial integrity and politics of a country require cooperation between countries to maintain security and also avoid conflicts with other countries. Cultural diplomacy is one of the effective alternatives applied to achieve this goal because its implementation can be carried out in any situation such as conflict, peace, crisis or war (Pramesti et al., 2016).

The purpose of cultural diplomacy is to gain the support of other countries for a country's foreign policy, therefore it is necessary to create

an agenda or program to influence the opinions or views of other countries towards Indonesia. The means used to carry out cultural diplomacy can be in the form of electronic media or print media and other communication tools so that they can convey messages and achieve the goals of cultural diplomacy. Cultural diplomacy will also seek to improve Indonesia's image as well as the solidarity and unity of the Indonesian people (Ministry of Education and Culture, 2019).

In the current era, diplomacy is not only carried out by state actors, while traditional diplomacy is carried out by diplomats based on professional norms that have been set. *Soft diplomacy* is a form of outreach carried out by a country to achieve national interests through culture and society. The term *Soft diplomacy* is increasingly developing in the use of *Soft power*. It takes a number of factors for a country to get what it wants through global political events, including admiration for values and a desire to improve its prospects in terms of economic cooperation and openness (Sari, 2020).

The implementation of *soft diplomacy* is considered more effective and efficient because it is easy to implement, does not cost much and does not cause many casualties. *Soft diplomacy* involves the participation of state and non-state actors, so that it becomes a form of real application of cultural tools in conducting diplomacy, in addition to the application of political, military, and economic pressure.

Cultural diplomacy is part of *soft power diplomacy* which describes the state's efforts in pursuing cultural aspects for the benefit of its country. Cultural diplomacy includes state efforts in cultural aspects both on a micro and macro scale. Micro aspects include art, education, science and sports. The macro aspect is adapted to the main characteristics and characteristics of the culture concerned, which develops mainly outside of matters other than politics, economics, and the military. Forms of cultural

diplomacy can be in the form of tourism, art, tradition, technology, sports, and expert exchange. Cultural diplomacy aims to strengthen Wonderful Indonesia's brand image so that it is able to compete and compete in the international arena. In general, the purpose of cultural diplomacy plays a role in influencing the perception of the international community towards a particular foreign policy (Nurlelawati, 2020).

Cultural diplomacy is the foundation of trust between parties. This makes cultural diplomacy an effort by a country to understand, inform, and influence the perception of other countries through cultural aspects. We hope that this cultural diplomacy activity can help build appreciation and a positive image in the eyes of foreign people. Cultural diplomacy not only means +-art performance activities, but also aims at soft power, namely implementing policies without using violence. Cultural diplomacy is a part of *soft power* that offers something different from political, economic or military diplomacy. This shows that cultural diplomacy emphasizes strengthening the trust of the other party through culture, values, concepts and ideas without using violence on a political, economic or military scale (Ha, 2016).

Culture has a broad definition. Cultural, artistic, and cultural institutions exist and interact with the broader context of popular culture. Culture has the ability to reach many people, making it an ideal means for public diplomacy. Cultural exchanges are now so rapid and have the potential to have a great impact, both horizontally and upwards, that cultural diplomacy directly influences and can even form a more traditional form of public diplomacy (Bound & Holden, 2007) . Cultural diplomacy is the promotion of a country's cultural achievements abroad. Special emphasis is often placed on languages and the arts, but it also includes science and technology. Based on this definition, cultural diplomacy is the promotion of culture such as language, art, science and technology from one country to another. As the emphasis shifts from

listening more to promoting a particular point of view, cultural diplomacy involves presenting a good culture to an audience with the aim of engaging them in an idea (Berridge and Lloyd, 2012).

The classic concept of cultural diplomacy includes the use of culture as a component of diplomacy, and this is largely limited to the promotion of a country's culture abroad to strengthen relations with other countries, to enhance cooperation or advance national interests. This idea continues to evolve, challenged by the increasing global connectivity, to the point where the rapid development of information and communication technology facilitates and transforms cultural exchange from the social realm to the private realm (Goff, 2013).

Cultural diplomacy is defined in the context of international relations as the ability to persuade through culture, values and ideas rather than military means. Cultural diplomacy represents the exchange of ideas, information, art, and other aspects of culture between countries and societies to enhance mutual understanding. Cultural diplomacy develops in an understanding that is in line with the development of *soft diplomacy* discussions in the context of relations between countries that cannot be separated from the concept *of soft power*.

American power then grew in various countries in Asia and Europe. A strong push to further optimize diplomacy efforts due to the high cost of war, coupled with globalization and technological developments, has led to a shift in efforts to use strong force to resolve international conflicts. In this context, cultural diplomacy is currently a tool that allows countries to position themselves in the eyes of the international community. Typically, cultural diplomacy is not carried out on an intergovernmental basis, but the focus is on government-community relations and, most importantly, community relations (Carbone, 2017).

2.2 E-Sports

E-Sports is a sport that uses electronic devices as the main medium to carry out its activities. Electronic devices that are often used in E-Sports include computers, laptops, or gadgets. In addition, video games are usually the main medium in the implementation of E-Sports because the matches in E-Sports are centered on the games contained in the video game.

E-Sports can be classified as a sport that involves the coordination of certain limbs, specifically between the eyes and hands, similar to the game of chess. In addition, this sport also trains gross motor skills. E-Sports athletes typically train for 8-9 hours each day to achieve the best level of play, similar to the intensity of training in other sports, although the methods are different. Professional athletes need high concentration, dedication, intensive training, careful preparation, mental strength, and excellent stamina. In 2016, a study at the University of Cologne led by Professor Ingo Froböse highlighted the extraordinary abilities of E-Sports athletes. The study revealed that they were able to perform up to 400 movements on the keyboard and mouse per minute—four times the average player. The movement is performed simultaneously by both hands, while the brain works actively simultaneously during the game. The study shows that the activity of E-Sports athletes is comparable to physical sports such as soccer, although the form of physical activity is different from traditional sports (Mail Online, 2017).

E-Sports began gaining popularity in the gaming community in the early 2000s, reaching an estimated mass of 395 million people worldwide in 2018. The exponential growth of E-Sports in the world has made this recreational activity recognized as a sport, creating a business source for players who master and demonstrate game-related skills, become professional players backed by well-known companies and have the

credibility to win big money prizes. Advances in this field have resulted in 201.2 million E-Sports consumers (Newzoo, 2021).

Many people think that E-Sport is a sport, while others think that E-Sport is just playing games. Therefore, according to the perspective of the sociology of sport (Guttman, 1978) and the philosophy of sport (Suits, 2007) in Jenny S.E., et al (2016:5), sport has the following characteristics:

a. Play

Playing is the foundation of sports. Given that E-Sport includes elements of play, E-Sport can be categorized as a type of sport (Guttman, 1978).

b. Organized

A sport is governed by certain regulations. Similarly, E-Sport competitions have game rules that must be obeyed and implemented by players (Guttman 1978).

c. Competition

Sports must involve competition to determine winners and losers. Currently, E-Sport competitions are growing rapidly, and even E-Sport competitions between countries have been held (Guttman, 1978).

d. Skill

Sports should involve skill in the game, where chance and luck are not the main factors for achieving victory. In E-Sport, players must have skills, both in controlling the controller and in making strategic decisions in video games (Nuits, 2007).

In the realm of E-Sports, competitive video games are becoming the main medium in which sports elements such as playing, setting, competition, and skill are reflected. Competitive video games, such as

Dota 2, League of Legends, Counter-Strike: Global Offensive, PUBG Mobile or Mobile Legends: Bang-Bang, not only demand technical skills in controlling characters or game strategies, but also require an in-depth understanding of the rules of the game. Players must be able to adapt quickly to the dynamics of the game, demonstrate high skills in decision-making, and work together with the team to defeat opponents. The competition in this video game is global, allowing players from different countries to participate and compete in prestigious international tournaments. As the E-Sport industry has evolved, competitive video games are increasingly recognized as platforms that not only qualify as sports, but also as a means to develop complex cognitive and collaborative skills.

Competitive video games in E-Sport include tournaments organized with rules, systems, gameplay, evaluation, and broadcasting similar to traditional sporting events. As previously explained, sports elements such as setup, competition, and skill are highly integrated in E-Sport. Professional E-Sport players also undergo intensive training similar to traditional sports athletes, demonstrating that E-Sport has an organizational structure that is equivalent to that of conventional sports. Although there is less physical activity involved in E-Sports, some authors, including Chae (2011), consider E-Sport to be a new form of sport, as it meets basic criteria such as clear rules, competition, and the need for specific skills in the game. Thus, E-Sport is increasingly recognized as a legitimate sport in the modern era.

Advances in the field of E-Sport that have produced 201.2 million consumers in the world. With a total of 30.7 million people at the beginning of 2015. The gaming industry market in Indonesia is expected to generate revenue of \$321 million USD by the end of 2015, with 52% of this coming from the profits of the mobile gaming industry. This makes Indonesia the 24th largest gaming market in the world and the second

largest in Southeast Asia in 2015 and in 2017, the gaming industry's revenue reached a very high figure, which was \$880 million USD. The development of the game industry in Indonesia since the beginning of 2015 has been very rapid, with a very wide market. Every smartphone owner has the potential to become a consumer. There are 43.7 million active gamers in Indonesia, making it ranked 16th in the world in terms of gaming revenue (Newzoo , 2017).

Electronic sports or E-Sports began to enter Indonesia in 1989 with the holding of game matches. However, its popularity and recognition only really increased in 1999. The existence of E-Sports raises various pros and cons among the public regarding the positive and negative impacts of online games and competitions in Indonesia. The development of E-Sport in Indonesia started from a small tournament in internet cafes with prizes of millions of rupiah, until now it has transformed into a large tournament with a total prize of billions of rupiah. In the past, this tournament was only on a local scale, but now it has developed into a national-scale event. In addition, Indonesia, which previously had only a few E-Sport teams, now has several big teams such as Boom ID, Evos, RRQ, and Nxl, which have achieved achievements both at the national and international levels. The existence of regular tournaments, the large number of E-Sport players, support from game publishers, and recognition from the Indonesian government have also encouraged the development of E-Sport. On April 1, 2013, the Indonesia E-Sports Association (IESPA) was established, which is under the auspices of the Ministry of Youth and Sports (Kemenpora) and FORMI (Indonesian Community Recreational Sports Federation) as a coach. IESPA is also a member of the IESF (International E-Sports Federation). As an official government agency, IESPA is tasked with supporting and advancing E-Sport in Indonesia, providing a platform for gamers and strengthening the E-Sport ecosystem in the country.

As the official E-Sport association in Indonesia, IESPA serves as a

bridge between the local gaming community and the government. E-Sport in Indonesia initially developed from the gaming community itself. IESPA also has a role in establishing relationships with the gaming community and providing a proper understanding of E-Sports to people who are not familiar with the concept. In addition, IESPA is tasked with regulating and regulating E-Spor in Indonesia. As a new sport, the existence of an official organization from the government is very important to direct the development of E-Sport to be in accordance with the regulations and standards set.

Therefore, since 2013, the Government of Indonesia has established various efforts to improve the abilities and skills of E-Sports athletes, with the aim of making them official athletes. The government's efforts to develop the E-Sports ecosystem in Indonesia from year to year have resulted in a positive impact on the development of E-Sports, both domestically and internationally. The steps taken by the Government of Indonesia in advancing E-Sports are also considered to be able to improve the country's image in the international arena. This is evidenced by Indonesia's selection as the host for international E-Sports events, such as the IESF 14TH World Championship 2022, M4 Mobile Legends: Bang Bang World Championship 2023, and the PUBG Mobile Global Championship 2022 Final (Putra et al., 2024).

The development of E-Sports in Indonesia has made a significant contribution in strengthening the country's cultural diplomacy. With the growing popularity of E-Sports, Indonesia not only highlights the technical skills of its players but also introduces local cultural values to the global community. Through various international tournaments and cross-border collaborations, Indonesia uses E-Sports as a platform to introduce its rich cultural identity, art, and tradition to the world. This initiative is in line with cultural diplomacy efforts that aim to build better understanding and strengthen relations between countries through media that are increasingly

relevant to the younger generation.

2.3 Previous Studies

The research conducted by this researcher is a new idea and has never been researched by other researchers. Therefore, references from previous research are needed. The existence of previous research serves as a reference for researchers in compiling a thesis, as well as simplifying the research process.

The first text used in this study is "The Application of Indonesian Soft Diplomacy Through the Implementation of E-Sports (Case Study of Indonesia E-Sports Summit; IESF Championship 2022 In Bali)" by I Made Oka Adinata. In his article, I Made Oka Adinata explained that the implementation of Indonesian soft diplomacy through the implementation of *the IESF* World Championship and the Indonesia E-Sports Summit which will be held in 2022 can be carried out because E-Sports has similarities with traditional sports because the event is broadcast internationally, so it has the potential to become a soft power in the application of public diplomacy and cultural diplomacy is one of the tools or methods in Soft diplomacy that specifically uses cultural elements as a means to achieve diplomatic goals. The organization of the IESF World Championship by Indonesia is Indonesia's strategy in improving its image in the eyes of the world. The use of the Olympics as a way to build a country's image abroad or improve relations between countries has been a tool of diplomacy since ancient Greece. Sport is used as a tool of diplomacy because it has the ability to reach out to the community and the government through their love for sports. I Made Oka Adinata got four points in the application of soft diplomacy in the implementation of IESF World, namely:

- First, the preparation and implementation of the IESF World E-Sports Championship and the Indonesia E-Sports Summit 2022.

- Second, Indonesia's media and promotion strategy related to the E-Sports event;
- Third, collaboration between the Indonesian government, the Indonesian E-Sports community, and local business actors
- Fourth, Indonesian cultural content displayed in the IESF World E-Sports Championship and Indonesia E-Sports Summit.

The writing of I Made Oka Adinata helps the author to understand the use of soft diplomacy in certain contexts. In soft diplomacy, this concept is used to build an understanding of potential, effects, and possibilities that can arise in the future.

The second literature used in this study is "The Role of Cultural Diplomacy in Realizing the Asean Socio-Cultural Community: The Case of Vietnam" by Van Kim Hoang Ha. In his writing, Van Kim Hoang Ha argues that cultural diplomacy is a collection of "National policies designed to support the export of representative examples of the country's culture in order to support foreign policy objectives." The definition can also be interpreted as "Any policy designed to encourage public opinion to influence foreign governments and their attitudes towards senders.". Where cultural diplomacy emphasizes the use of culture as its main capital and naturally opens up opportunities for wider participation. Van Kim Hoang Ha also wrote that cultural diplomacy not only utilizes culture to improve diplomatic behavior, but also uses diplomacy to respect and preserve culture. The realization and implementation of government and Party policies in Vietnam in recent years have contributed to answering this. From here, the importance of cultural diplomacy in the process of forming the 2015 ASEAN Community also becomes clear. Cultural diplomacy not only strengthens Vietnam's position and authority in the international arena, but also strengthens relations between countries and contributes to the establishment of the ASEAN Socio-Cultural Community in particular and the ASEAN Community 2015 in general.

Van Kim Hoang Ha's writings help the author to understand the use of cultural diplomacy in certain contexts. In cultural diplomacy, this concept is used to build an understanding of the potential, impact, and possibilities that may occur in a certain vulnerable time.

These two literatures complement each other in showing how cultural diplomacy and soft diplomacy can be effective tools for countries to strengthen international relations, build a positive image in the eyes of the world, and promote and preserve their cultural heritage on the global stage. By integrating the views of these two literatures, thesis research can explore how different approaches in cultural diplomacy and soft diplomacy can be applied in other contexts, as well as identify opportunities and challenges in the application of these strategies.