



The Effectiveness of the Indonesian Government's Strategy in Internationalising the Indonesian Language

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Abstract

The internationalisation of the Indonesian language has emerged as a strategic priority within Indonesia's agenda for linguistic and cultural diplomacy. Underpinned by robust historical, legal, and linguistic foundations, Indonesian language is increasingly recognised for its potential to serve as an international language. This study aims to assess the effectiveness of government strategies in advancing this objective, focusing on regulatory policies, educational programmes, cultural diplomacy, and the utilisation of media and technology. Employing a descriptive qualitative method, the research relies on secondary data gathered through literature review and documentation, which are analysed through data reduction, presentation, and conclusion drawing. The findings indicate that although notable progress has been made in promoting the global presence of Indonesian language, challenges remain concerning coordination, budgetary support, and resource development. The designation of Indonesian language as the tenth official language at the UNESCO General Conference represents a significant milestone. Nevertheless, sustained multi-stakeholder collaboration and policy reinforcement are essential. With consistent strategies and effective synergy, Indonesian language holds substantial potential as a soft power instrument, enhancing Indonesia's global identity and diplomatic engagement.

Keywords: Internalisation, Indonesian Language, Government, Diplomacy

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INTRODUCTION

Language serves as the primary tool of human communication, functioning as a bridge that connects individuals and nations (Khairani et al., 2018). Each country, and even every ethnic group, possesses its own language, which forms an integral part of its identity (Setiadi, 2024). The Indonesian Language, which originates from Malay, has been utilised as a lingua franca across almost the entire ASEAN region since the 7th century for various purposes (Nuraqila, Hamzah, & Noviana, 2024). Its development accelerated significantly after being declared the language of unity on 28 October 1928 during the Youth Pledge (Sumpah Pemuda) (Walilo, 2021). This culminated in the post-independence period when the Indonesian language was officially designated as the national language in Article 36 of the 1945 Constitution, further strengthening its role in governance, science, technology, and culture (Solikhan, 2022). Consequently, the Indonesian language

has evolved from a mere communication tool into a national identity symbol with a strategic role in the country's socio-political landscape.

The Indonesian language possesses distinct advantages from historical, legal, and linguistic perspectives (Media Indonesia, 2023). In the era of globalisation, its role extends beyond national borders, with the potential to become an international language (Sihombing, 2024). The Indonesian government actively supports this internationalisation effort through the enactment of Law No. 24 of 2009 and Government Regulation No. 57 of 2014, which provide the legal foundation for language development policies. Article 44 of Law No. 24 of 2009 emphasises the importance of strengthening the Indonesian language through a gradual, systematic, and sustainable approach under the coordination of linguistic institutions (Alam, Mahyudin, Affandi, Dermawan, & Azmi, 2022). Today, The Indonesian language is not only a national symbol but also an instrument of diplomacy that supports Indonesia's foreign policy (Syanuridin & Hakim, 2023). Therefore, systematic and sustainable government policies are crucial in reinforcing the international standing of the Indonesian language.

According to data from the Indonesian House of Representatives (DPR RI), as of June 2023, the number of the Indonesian language speakers worldwide was estimated at 278 million. Of this figure, approximately 269 million were in Indonesia, while the remainder were spread across various regions, including Southeast Asia (5.2 million), the Asia-Pacific and Africa (2.4 million), as well as the Americas and Europe (2 million) (Maharani, 2023). Several factors contribute to the increasing number of foreign speakers, including academic demands, career opportunities in Indonesia, ease of travel, and cross-sectoral cooperation. In the context of foreign policy, the dissemination of the Indonesian language also serves as a means to expand access to Indonesian ideas and information within the global community (Das, 2018). As the number of foreign speakers continues to grow, the Indonesian language has the potential to become an effective diplomatic tool in strengthening Indonesia's influence across various international sectors.

Beyond Indonesia, the Indonesian language is also spoken in several Southeast Asian countries, including Timor-Leste, Malaysia, Singapore, Brunei Darussalam, parts of the Philippines, and Thailand, with varying dialectical differences (Rajani, 2020). In South Korea, Hankuk University of Foreign Studies not only teaches the Indonesian language but also introduces aspects of Indonesian culture, religion, and social life. Meanwhile, in Australia, the Indonesian language is a compulsory subject in some secondary schools, such as Burgmann Anglican School, and is offered as a degree programme at prestigious universities, including the University of Queensland and the University of Tasmania. Viet nam has recognised the Indonesian language as a second official language since 2007, leading to the establishment of language study centres and professional teaching institutions. Thailand has taken a similar step by incorporating the Indonesian language as a compulsory subject at major universities such as Chulalongkorn University (Telkom University Language Centre, 2024). This progress reached a significant milestone on 20 November 2023, when the Indonesian language was officially recognised as an official language of the UNESCO General Conference, marking global acknowledgment of its status as an international language (Nasrullah, 2024). The recognition of the Indonesian language as an official

language of the UNESCO General Conference represents a historic achievement that underscores its role in international diplomacy and strengthens its presence in global forums.

As part of Indonesia's language and cultural diplomacy strategy, the internationalisation of the Indonesian language has become a key priority in the government's policy agenda. However, the effectiveness of the strategies implemented, particularly in terms of policy execution, programmes, intersectoral collaboration, media outreach, and their impact on increasing the number of foreign speakers and global recognition of the Indonesian language, remains a crucial subject of examination. Thus, this study focuses on evaluating the effectiveness of the Indonesian government's strategies in internationalising the Indonesian language, considering both the supporting and inhibiting factors that influence its success.

THEORETICAL

This study utilise two key concepts, namely public diplomacy and soft power, which play a crucial role in the Indonesian government's strategy for the internationalisation of the Indonesian language. Public diplomacy is a communication process between governments and foreign publics aimed at fostering an understanding of a nation's ideas, values, norms, culture, and policies (Melissen, 2005). This concept involves various actors, ranging from government institutions to civil society, and is implemented through interactions such as academic exchanges, cultural diplomacy, strategic communication, and nation-branding. The primary objectives of public diplomacy include garnering support for national interests, shaping a positive national image, fostering cross-cultural dialogue, and adapting international relations to the ever-evolving global dynamics (Hooghe, 2015). In the context of the internationalisation of the Indonesian language, public diplomacy serves as a vital instrument for introducing and promoting the language as an integral part of national identity with global appeal.

Meanwhile, soft power refers to a non-coercive form of power utilise by states to influence other actors through the appeal of their culture, political values, and foreign policy (Nye, 2008). According to Joseph S. Nye, a nation's strength is not solely determined by military capabilities (hard power) but also by its ability to attract and subtly influence others without the use of force (Nye, 2021). Soft power operates through two mechanisms: directly, by influencing policymakers in other countries, and indirectly, by shaping public opinion, which in turn exerts pressure on leaders to act in alignment with the preferences of the influencing state (Nye, 2019). By leveraging soft power, Indonesia can enhance its global competitiveness and influence through language as a diplomatic instrument.

METHODS

This study utilises a descriptive qualitative method to analyse the effectiveness of the strategies implemented by the Indonesian government in the internationalisation of the Indonesian language. This method is chosen to systematically describe and interpret data in order to assess the extent to which the government's strategies have achieved their objectives. The study relies on

secondary data, including books, journal articles, official documents, and other relevant literature addressing language internationalisation strategies.

Data collection is conducted through documentation, whereby relevant literature is reviewed and critically examined in relation to the research problem. The collected data are analysed through three main stages: data reduction, data presentation, and conclusion drawing with verification (Miles & Huberman, 1984). This approach is utilised to ensure the validity and coherence of the research findings.

RESULTS & DISCUSSION

Government Regulations and Policies in the Internationalisation of the Indonesian Language

The Indonesian government has implemented various strategic policies to strengthen the position of the Indonesian language at both the national and international levels. These policies are rooted in a long history of linguistic struggles dating back to the independence era and have continued to develop through national regulations. The decision of the Kongres Bahasa Indonesia or KBI (Second Youth Congress) on 27–28 October 1928, known as the Sumpah Pemuda (Youth Pledge), marked the beginning of the Indonesian language's consolidation as a national identity and a unifying tool for the nation (Ismadi, 2022). The commitment to upholding Indonesian as the language of unity was later enshrined in Article 36 of the 1945 Constitution, which states that "the state language is Indonesian". This recognition provides the legal foundation for the development of Indonesian as the country's official language.

Following independence, the role of the Indonesian language was further reinforced through various regulations, including Law No. 24 of 2009 on the National Flag, Language, Emblem, and Anthem. Article 32 of this law stipulates that the Indonesian language must be used in national forums and may be used in international forums, thereby creating space for linguistic diplomacy strategies. Furthermore, Article 44 assigns the government the responsibility of progressively, systematically, and sustainably enhancing the function of the Indonesian language as an international language, involving various linguistic stakeholders.

Support for the internationalisation of the Indonesian language has been consistently reinforced through various linguistic forums, including the KBI. During the tenth KBI in 2013, the government was urged to develop a comprehensive linguistic diplomacy strategy to accelerate the internationalisation of the Indonesian language. Subsequently, the recommendations of the eleventh KBI in 2018 set a target for Indonesian to be recognised as an international language by 2045. The government's commitment to achieving this goal is evident in the 2020–2024 National Medium-Term Development Plan (Rencana Pembangunan Jangka Menengah Nasional – RPJMN), which designates the internationalisation of the Indonesian language as part of the National Priority Projects (Proyek Prioritas Nasional – Pro-PN). Through this policy, relevant ministries are mandated to formulate strategic plans (rencana strategis – renstra) and implement programmes within their respective units to support the global expansion of the Indonesian language. This initiative necessitates cross-sectoral synergy, particularly in the fields of politics, diplomacy, education, and technology, to ensure that Indonesian

becomes more widely recognised and utilised in international forums (Sartono, 2020). Through systematic and sustainable strategic measures, the government reaffirms its commitment to establishing Indonesian as a key language in global communication.

To support the implementation of these policies, the government issued Government Regulation (Peraturan Pemerintah – PP) No. 57 of 2014 on the Development, Guidance, and Protection of Language and Literature as well as the Enhancement of the Indonesian Language's Function. This regulation outlines efforts to expand vocabulary, standardise the language system, and empower Indonesian within the international sphere. As a reinforcement of these policies, the President of the Republic of Indonesia also issued Presidential Regulation (Peraturan Presiden – Perpres) No. 63 of 2019 on the Use of the Indonesian Language. This regulation not only affirms the status of the Indonesian language across various domestic sectors but also serves as a soft power instrument in public diplomacy.

The Indonesian government has adopted “a leapfrogging” strategy to expedite the internationalisation of the Indonesian language by expanding its global reach. This approach, known as “Lingua Franca Plus”, emphasises the dissemination of Indonesian across various strategic sectors, including education, culture, tourism, sports, economy, investment, politics, diplomacy, defence, and security (Badan Pengembangan dan Pembinaan Bahasa, 2023; Balai Bahasa Provinsi Sumatera Selatan, 2024). This strategy is designed to enhance the global competitiveness of the Indonesian language by establishing it as an effective means of communication in key international arenas. These efforts have yielded tangible outcomes, one of which is the designation of Indonesian as an official language in the UNESCO General Conference.

Indonesian Language for Foreign Learners (ILFL) Programme

According to Utami and Rahmawati (2020), the Indonesian Language for Foreign Learners or ILFL Programme (Bahasa Indonesia bagi Penutur Asing – BIPA) is one of the government's initiatives to internationalise the Indonesian language. This programme aims to teach Indonesian language skills in speaking, writing, reading, and listening to foreign speakers. Its implementation requires a structured curriculum, learning materials such as textbooks and bilingual dictionaries, effective teaching methods, and specially designed audio-visual learning media (Balai Bahasa Provinsi Sulawesi Selatan, n.d.). The ILFL Programme represents Indonesia's public diplomacy effort in introducing its language and culture as part of a soft power strategy on a global scale.

The implementation of ILFL is categorised into three levels based on learners' proficiency: beginner, intermediate, and advanced. The materials provided are tailored to each participant's level of competence (Ningrum, Waluyo, & Winarn, 2017). This programme is administered by the Agency for Language Development and Cultivation, Ministry of Primary and Secondary Education in collaboration with various institutions, including universities, the Embassy of the Republic of Indonesia (KBRI), cultural centres, Indonesian schools abroad, and other language course institutions (Tanwin, 2020). The structured tier system and the support of diverse institutions make ILFL an adaptive cultural diplomacy tool, facilitating the

widespread and structured dissemination of the Indonesian language at a global level.

The ILFL Programme envisions enhancing Indonesia's global image by positioning the Indonesian language as an international means of communication. Its mission includes introducing Indonesian society and culture, expanding collaboration with national and international institutions, improving facilitation and quality of ILFL instruction, and developing the capacity of human resources involved in the programme (Balai Bahasa Provinsi Sulawesi Selatan, n.d.). To achieve these objectives, the internationalisation strategy of the Indonesian language through ILFL includes establishing ILFL institutions in countries with diplomatic ties to Indonesia, integrating Indonesian cultural content into the ILFL curriculum, utilising music and arts as language-learning tools, and mandating the Indonesian Language Proficiency Test (UKBI) for foreign nationals working or studying in Indonesia (Nurhuda, Sulistyaningrum, & Muliastuti, 2023).

According to data from the BIPA Online portal of the Ministry of Primary and Secondary Education, there are 710 institutions that have implemented the ILFL Programme, with 301 of them receiving facilitation from the Indonesian government. This data reflects the global interest in learning the Indonesian language. These institutions are spread across various regions, including Southeast Asia, Asia-Pacific, Africa, the Americas, and Europe. In Southeast Asia, Indonesia has 267 ILFL institutions, followed by the Philippines (26), Thailand (44), and Timor-Leste (44). Meanwhile, Australia has the highest number of ILFL institutions in the Asia-Pacific and Africa regions, with 116 institutions, followed by China (18), Papua New Guinea (21), Japan (9), and Egypt (7). In the Americas and Europe, the United States has 29 institutions, Germany 24, while Russia and France each have seven institutions. This extensive distribution demonstrates that the ILFL Programme has become a crucial instrument in Indonesia's cultural diplomacy.

From 2015 to 2024, the Agency for Language Development and Cultivation has deployed 2.154 ILFL instructors to various countries and recorded 194.192 learners from 56 countries. The government supports this programme by dispatching Language Ambassadors annually to different countries, further reinforcing the role of the Indonesian language on the global stage. The presence of these Language Ambassadors enhances Indonesia's public diplomacy efforts by increasing exposure and cultural influence through language promotion abroad.

Various universities and educational institutions worldwide offer ILFL programmes, such as Hankuk University of Foreign Studies (South Korea), the University of Melbourne (Australia), Universiteit Leiden (the Netherlands), the University of California, Berkeley (United States), Tokyo University of Foreign Studies (Japan), the University of London (United Kingdom), and Chulalongkorn University (Thailand). In addition to the implementation of ILFL programmes in various countries, the Indonesian government also provides scholarship schemes to enhance access to Indonesian language learning for international students. The Darmasiswa Scholarship, managed by the under the Ministry of Education, Culture, Research, and Technology, provides opportunities for foreign students to study Indonesian language, arts, and culture at various universities in Indonesia. Meanwhile, the Developing Countries Partnership Scholarship (KNB) is aimed at

students from developing nations who wish to pursue postgraduate studies in Indonesia, including participation in the ILFL Programme (Telkom University Language Centre, 2024). These scholarship initiatives not only expand the reach of the ILFL Programme but also strengthen the Indonesian language's role as a diplomatic tool fostering cross-cultural and academic exchange.

The success of the ILFL Programme is not solely measured by language instruction but also by its role in introducing Indonesia's culture and society to the world. Through this programme, participants not only acquire linguistic proficiency but also gain a deeper understanding of Indonesian social and cultural aspects. Consequently, ILFL contributes to fostering mutual understanding among nations and paves the way for the Indonesian language to become an international means of communication (Badan Pengembangan dan Pembinaan Bahasa, 2006). The success of ILFL in promoting the Indonesian language contributes to intercultural understanding and strengthens Indonesia's global image.

Cultural Diplomacy in Supporting the Internationalisation of the Indonesian Language

Indonesia possesses a rich and diverse cultural heritage, which holds significant potential to attract global audiences. The uniqueness of Nusantara's culture provides an opportunity for the Indonesian language to serve as a medium of communication in introducing this heritage. The organisation of cultural exhibitions, art festivals, Nusantara culinary showcases, and traditional crafts has proven to be an effective strategy in promoting the Indonesian language. Within these festivals, the Indonesian language functions as a *lingua franca*, indirectly enhancing foreign audiences' understanding and interest in learning the language (Pratikno, Elmuna, & Syihabuddin, 2024). Several examples include Indonesia's participation in the World Culture Festival in Washington D.C., which drew the attention of thousands of participants from various countries (VOA Indonesia, 2023). The Handai Indonesia Festival (FHI), organised by Agency for Language Development and Cultivation since 2020, serves as a platform for foreign nationals identified as "Handai Indonesia" to showcase their proficiency and creativity in spoken and written Indonesian, while also demonstrating their understanding of Indonesian civilisation, society, and culture (Badan Pengembangan dan Pembinaan Bahasa, n.d.). In addition, the introduction of traditional Yogyakarta cuisine to ILFL learners has proven to be an effective means of promoting the Indonesian language within the international community (Dananto, Yasinta, Fauzani, Salsabila, & Saddono, 2023). Thus, cultural diplomacy through festivals and culinary experiences can be a strategic approach to expanding the global reach of the Indonesian language.

Cultural exchange programmes between Indonesia and other countries also play a crucial role in the internationalisation of the Indonesian language. Through these initiatives, Indonesian artists, writers, and cultural figures have the opportunity to showcase national arts and literature on the global stage. International cultural and art exhibitions not only display Indonesian creative works but also introduce the Indonesian language as an integral part of cultural expression (Pratikno, Elmuna, & Syihabuddin, 2024). Direct interaction between Indonesian artists and international communities further strengthens cultural diplomacy efforts, reinforcing the Indonesian language's role as an attractive foreign language to learn.

One of the government's key strategies in cultural diplomacy is the establishment of Rumah Budaya Indonesia (RBI), which is gradually being implemented through collaboration between the Ministry of Education, Culture, Research, and Technology (Kemendikbudristek), the Ministry of Foreign Affairs (Kemlu), and Indonesian representatives abroad. This initiative aims to enhance the global reach of Indonesian culture and language, with RBI centres established in Timor-Leste, the United States, Japan, Singapore, the Netherlands, South Korea, Germany, Turkey, and France (Chasdiana, N, & N, 2019). Moving forward, RBI will be rebranded as the Indonesia Cultural Centre, serving as a hub for promoting Indonesian culture and language through a variety of cultural programmes. For instance, in Turkey, RBI organises Indonesian language courses, speech competitions, cultural exhibitions, and art performances such as *Harika Endonezya* (Putri, 2019). Additionally, the Rumah Indonesia (Endonezya Evi), initiated by the Indonesian Student Association (PPI) Turkey and the Indonesian Embassy (KBRI) in Ankara, plays a significant role in promoting Indonesian language and culture among the Turkish public. This initiative is implemented through digital platforms such as Instagram and YouTube, ensuring a broader outreach. Furthermore, KBRI Ankara plans to establish an Indonesian Language Study Centre in Ankara in collaboration with Turkish institutions. RBI continues to develop various cultural and artistic programmes as part of Indonesia's broader cultural diplomacy strategy on the global stage (Bangsu & Al-Fadhat, 2023).

Beyond RBI, various institutions in Indonesia also actively support the internationalisation of the Indonesian language. For example, the Festival Cakap Berbahasa, organised by the Bali Provincial Language Centre, is a flagship programme in linguistic diplomacy. This festival includes reading competitions, speech contests, and quiz competitions for foreign speakers (Srilaksmi, 2023). At the university level, the Bulan Bahasa dan Seni Festival, hosted by Universitas Negeri Surabaya (UNESA), also plays a role in strengthening international collaborations through cultural parades featuring ILFL students from various countries (UNESA, 2024). Such activities not only serve as platforms for promoting the Indonesian language but also foster cross-cultural interactions that deepen international understanding of Indonesia's language and culture.

Cultural diplomacy can also be conducted through various creative industries, including film, music, and performing arts, which have the potential to reach global audiences (Afriyanti, 2014). Additionally, leveraging the tourism industry as a means of promoting the Indonesian language has proven to be an effective strategy, particularly through destinations rich in cultural values and local wisdom. Culinary tourism and immersive cultural experiences provide valuable learning materials for ILFL programmes (Melati, Iswatiningsih, & Wurianto, 2022). Through these creative mediums, the Indonesian language can gain wider recognition and appreciation among international communities.

Thus, the cultural diplomacy strategies employed by the Indonesian government play a crucial role in advancing the internationalisation of the Indonesian language. Through various approaches such as RBI, cultural festivals, exchange programmes, creative industries, and tourism the Indonesian language is increasingly introduced and embraced by global audiences. These efforts reflect the application of public diplomacy and soft power, wherein the dissemination of the

Indonesian language is not only aimed at increasing the number of speakers but also at strengthening Indonesia's cultural influence at the international level.

The Designation of Indonesian as the Tenth Official Language of the UNESCO General Conference

The Designation of Indonesian Language as an Official Language of the UNESCO General Conference constitutes a historic milestone in the internationalisation of the Indonesian language. This proposal was submitted by the Government of Indonesia as part of the implementation of Article 44 (1) of Law No. 24 of 2009 (Meryna, 2023). The submission process began in January 2023 with discussions between the Ambassador of the Republic of Indonesia to France and the Deputy Permanent Delegate of the Republic of Indonesia to UNESCO. These discussions led to the identification of the potential of Indonesian Language as a candidate language, which was subsequently conveyed to the Head of the Agency for Language Development and Cultivation under the Ministry of Education, Culture, Research, and Technology. An inter-ministerial meeting was held in February 2023 to formulate a strategy for the formal submission. In March 2023, Indonesia's Permanent Delegation in Paris submitted the nomination proposal to the UNESCO Secretariat for consideration by the Executive Board in May 2023 (Sekretariat Kabinet Republik Indonesia, 2023). This initial step laid a crucial foundation for the success of Indonesia's diplomatic efforts in the international arena, and reflected the government's broader strategy to promote Indonesian language as an instrument of soft power on the global stage.

Following the Executive Board's approval, the Indonesian proposal was included in the agenda of the 42nd session of the UNESCO General Conference, held from 7 to 22 November 2023. During this forum, the Indonesian delegation formally presented the proposal to UNESCO's Legal Committee on 8 November 2023. With no objections raised by committee members, the proposal was endorsed. On 20 November 2023, Resolution 42 C/28 was officially adopted by consensus during the plenary session of the General Conference in Paris, thus establishing Indonesian Language as one of the official languages of the UNESCO General Conference (Sekretariat Kabinet Republik Indonesia, 2023). This decision marks the success of inter-agency cooperation among Indonesian governmental institutions in realising strategic national objectives at the global level, while simultaneously affirming Indonesian Language role as a representation of national identity and cultural heritage on the international stage.

With this recognition, Indonesian Language joins the other official languages used in the UNESCO General Conference, including the six official United Nations languages English, French, Arabic, Chinese, Russian, and Spanish as well as three other languages of UNESCO member states: Hindi, Italian, and Portuguese (Meryna, 2023). Indonesian Language now holds the status of the tenth official language recognised by UNESCO. This acknowledgement is the result of a deliberate and sustained diplomatic campaign in language and cultural promotion, involving the Ministry of Foreign Affairs, the Ministry of Education, Culture, Research, and Technology, and Agency for Language Development and Cultivation (Nasrullah, 2024). In addition to enhancing Indonesia's global standing, this status expands the opportunities for Indonesian Language to be used in international forums and strengthens its position as one of the ten most spoken languages in the

world (Ethnologue, 2024). Through this recognition, Indonesian Language firmly advances on the international stage, both as a cultural identity and as a vehicle for the nation's diplomacy.

The Utilisation of Media and Technology in the Internationalisation of the Indonesian Language

The government plays a strategic role in promoting the internationalisation of the Indonesian language through the utilisation of media and technology. A wide range of print, electronic, and digital media platforms are employed to disseminate information, programmes, and learning content for Indonesian as a Foreign Language learners. One of the key initiatives is the development of the BIPA Daring (Online BIPA) portal by the Agency for Language Development and Cultivation, established in 2018. This portal offers services such as learning modules (Belajar BIPA), a map of BIPA provider institutions (Jaga BIPA), documentation of language advocates' activities (Bakti BIPA), online learning services (Tebar BIPA), and online testing facilities (Tera BIPA). The portal exemplifies the spirit of "*gotong royong*" (mutual cooperation) between the government and both local and global stakeholders in fostering an open and inclusive learning system.

The use of digital technology not only facilitates distance learning but also extends the reach of the Indonesian language across different parts of the world (Simanullang, Batrisyia, Hidayah, & Harahap, 2024). Through interactive learning applications, social media, and video-sharing platforms such as YouTube, the government has cultivated a digital ecosystem that supports cultural diplomacy. Content such as the video series "*Sahabatku Indonesia*", "*Mas Menteri Ngobrol dengan Pemelajar BIPA*", and the Handai Indonesia Festival demonstrate how digital media serve as a vehicle for fostering emotional connection and enhancing Indonesia's positive image globally. In this context, Indonesia's soft power operates through the dissemination of national values, culture, and identity via language.

Technological advancements are also harnessed through the Online Great Dictionary of the Indonesian Language (Kamus Besar Bahasa Indonesia - KBBI Daring), which provides open access to Indonesian vocabulary. KBBI Daring functions not only as a linguistic reference but also as a platform for public participation in enriching the language through its word contribution feature. This illustrates how the government adopts a participatory approach to language development in alignment with the spirit of openness and collaboration in the digital era (Indonesia.go.id, 2019). The use of technology in the development of the Indonesian language enables both citizens and foreign nationals to learn and understand Indonesian accurately and appropriately (Binus University, n.d.). Thus, the government's utilisation of media and technology serves not only as an educational tool, but also as a public diplomacy strategy grounded in the exercise of soft power.

The Indonesian government has implemented a range of strategies to support the internationalisation of the Indonesian language through regulatory policies, educational programmes, cultural diplomacy, and the utilisation of media and technology. Since independence, the regulatory framework has been gradually developed; however, its implementation still requires strengthening, particularly in terms of institutional coordination and budgetary support. The ILFL programme plays a crucial role as a linguistic diplomacy instrument, yet it continues to face

challenges related to budgetary support, teacher training, and the availability of learning materials that are responsive to global contexts.

On the other hand, cultural diplomacy and international recognition have further reinforced the standing of the Indonesian language. Cultural events such as festivals and artistic performances have served as effective mediums for introducing the Indonesian language while fostering emotional connections between nations. Strategic milestones, such as the designation of Indonesian as the tenth official language at the UNESCO General Conference, reflect Indonesia's success in multilateral diplomacy. Nonetheless, sustained promotion and consistent policy reinforcement are essential to ensuring its continued relevance.

The use of technology and digital media has become a vital tool in reaching global audiences, particularly the younger generation. Interactive learning applications, online platforms, and social media have significantly broadened access to the Indonesian language. The effectiveness of these strategies relies heavily on cross-sectoral synergy, involving the government, educational institutions, diaspora communities, the media, and the private sector. From the perspective of public diplomacy, the Indonesian language emerges as a strategic form of soft power connecting nations and projecting Indonesia's image as an open, inclusive, and adaptable nation amidst the evolving landscape of global diplomacy.

CONCLUSION

The Indonesian government has undertaken strategic measures to internationalise the Indonesian language, through regulatory policies and the implementation of programmes such as ILFL, while also strengthening these efforts through cultural diplomacy and the utilisation of technology. This endeavour is reflected in the recognition of Indonesian as the tenth official language in the UNESCO General Conference. However, to further strengthen the internationalisation of the Indonesian language, there remains a need for enhanced coordination among relevant institutions, budgetary support, and the provision of teaching materials that are aligned with contemporary developments. Further success will depend on close collaboration between the government, educational institutions, the media, and the private sector. With sustained strategies and solid synergy, the Indonesian language holds significant potential as a tool of global diplomacy, promoting Indonesia to the world.

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