

INDONESIA'S DIGITAL DIPLOMACY STRATEGY TOWARD THE INDO-PACIFIC REGION

¹ULFA RAHMAWATI
²WIKE RULITA HARIK
³ISMAYA SAPUTRI

^{1,2,3}*Master of International Relations Program, Universitas Muhammadiyah Yogyakarta,
Brawijaya Street, Bantul, Yogyakarta.
¹ulfa.rahmawati.psc21@mail.umy.ac.id,
²wike.rulita.psc21@mail.umy.ac.id,
³ismaya.saputri.psc21@mail.umy.ac.id
^a Corresponding author: ulfa.rahmawati.psc21@mail.umy.ac.id*

*Dihantar/Received: 12 June 2024 | Penambahbaikan/Revised: 23 August 2024
Diterima/Accepted: 1 April 2025 | Terbit/ Published: 30 June 2025
DOI: <https://doi.org/10.51200/manu.v36i1.6571>*

Abstrak Indo-Pasifik ialah konsep geografi yang meliputi kawasan Lautan Hindi dan Lautan Pasifik. Kawasan yang luas di rantau Indo-Pasifik dan ramai pelakon yang terlibat telah menyebabkan peningkatan ketegangan di rantau itu. Indonesia yang mempunyai kedudukan strategik memainkan peranan aktif dalam diplomasi di kawasan Indo-Pasifik. Ini diperkukuhkan lagi dengan kedudukan Indonesia sebagai pengerusi ASEAN, di mana Indonesia semakin agresif menjalankan diplomasi dalam dua cara: secara tradisional dan digital. Artikel ini akan membincangkan strategi Indonesia untuk mengekalkan kestabilan kawasan Indo-Pasifik dalam tiga aspek iaitu kerjasama ekonomi, keselamatan serantau dan kestabilan politik. Penyelidikan ini bertujuan untuk menerangkan bagaimana strategi diplomasi digital Indonesia mengekalkan kestabilan wilayah Indo-Pasifik menggunakan kaedah kualitatif deskriptif dengan pendekatan analitikal daripada akaun Twitter @Kemlu_RI sejak 2021-2023 menggunakan ciri NCapture, kemudian diproses menggunakan NVivo 12 Plus permohonan. Hasil kajian ini menunjukkan bahawa diplomasi digital Indonesia memberi tumpuan kepada isu keselamatan berdasarkan banyak tweet yang mengutamakan realisasi keamanan dan kestabilan serantau, yang secara dominan dibincangkan di akaun Twitter @Kemlu_RI. Penyelidikan ini perlu dijalankan kerana Indo-Pasifik adalah wilayah ekonomi yang paling pesat berkembang di dunia, dan penyelidikan mengenai Indo Pasifik yang dianalisis menggunakan aplikasi Nvivo masih jarang berlaku.

Kata kunci: Diplomasi Digital Indonesia, Twitter, Indo-Pasifik, Strategi

Abstract *The Indo-Pacific is a geographical concept that covers the Indian Ocean and Pacific Ocean regions. The large area of the Indo-Pacific region and the many actors involved have led to increased tensions in the region. Indonesia, which has a strategic position, plays an active role in diplomacy in the Indo-Pacific region. This is further strengthened by Indonesia's position as chair of ASEAN, where Indonesia is increasingly aggressively conducting diplomacy in two ways: traditionally and digitally. This article will discuss Indonesia's strategy for maintaining the stability of the Indo-Pacific region in three aspects, namely economic cooperation, regional security, and political stability. This research aims to describe how Indonesia's digital diplomacy strategy maintains the stability of the Indo-Pacific region using a descriptive qualitative method with an analytical approach from the @Kemlu_RI Twitter account since 2021-2023 using the NCapture feature, then processed using the NVivo 12 Plus application. The result of this research shows that Indonesia's digital diplomacy focuses on security issues based on many tweets that prioritize the realization of regional peace and stability, which are dominantly discussed on the @Kemlu_RI Twitter account. This research should be conducted because the Indo-Pacific is the fastest-growing economic region in the world, and research on the Indo-Pacific analyzed using the Nvivo application is still rare.*

Keywords: *Indonesia's Digital Diplomacy, Twitter, Indo-Pacific, Strategy*

INTRODUCTION

The Indo-Pacific region is strategically important for world stability. It is a very important region, as it includes several countries with great potential. The Indo-Pacific has become a central area of discussion in maritime geopolitics, security, trade, and environmental activities. The Indo-Pacific region also stands at the crossroads of international trade, with approximately 32.2 million barrels of crude oil passing through each year and 40% of global exports coming from the region (Tertia & Perwita, 2018).

The Indo-Pacific region is complex and has various issues that affect stability and security in the region. One of the main issues is the power competition between the United States and China, which has increased in recent years. The rivalry between the United States and China not only touches on the economic and trade sectors but also intersects with the expansion of influence in the region in terms of stability and security in Asia, especially concerning the South China Sea conflict. US-China tensions have the potential to become a fire in the chaff for regional security stability. This tug-of-war between the US and China is what then makes the Indo-Pacific region inevitably drag countries in the region into the vortex of Indo-Pacific dynamics. Southeast Asia, including Indonesia, is the fulcrum of the Indo-Pacific. Indonesia, although also drawn closer through China's economic approach, must remain vigilant in positioning itself. In addition to remaining grounded in a free and active foreign policy, Indonesia must also maintain its position as the backbone of the non-aligned powers (Yanuarti et al., 2020).

In addition, there are also issues related to territorial disputes in the South China Sea and East China Sea, which involve several countries in the region, such as China, Vietnam, the Philippines, and Indonesia. This dispute has been going on for decades and has the potential to trigger a larger conflict in the region. Various efforts have been made to avoid potential South China Sea or South China Sea conflicts following the possibility of peaceful conflict resolution efforts by all parties involved in the dispute. One of the efforts to avoid the potential for conflict is through peaceful negotiation approaches both bilaterally and multilaterally and also conducting cooperation that is commonly used to manage regional and international conflicts (Junef, 2018).

Terrorism-related issues are also a problem in the Indo-Pacific region. Several countries in the region, such as Indonesia and the Philippines, have experienced terrorist attacks in recent years. In addition, there are also issues related to drugs and other transnational crimes that affect stability and security in the region. Climate change is also an important issue in the Indo-Pacific region, which can impact food security, water availability, and vulnerability to natural disasters. All these issues affect stability and security in the Indo-Pacific region and need to be addressed through international cooperation and effective diplomacy.

In recent years, this region has increasingly become the focus of attention for many countries in the world, including Indonesia. As a country located at the center of the Indo-Pacific region, Indonesia has the opportunity to play an active role in advancing Indo-Pacific cooperation while promoting security, stability, and prosperity in the region (Yanuarti et al., 2020). Indonesia has developed a digital diplomacy strategy to strengthen its role in maintaining stability in the Indo-Pacific region. This strategy involves three important aspects, namely economic cooperation, regional security, and political stability. In the economic cooperation aspect, Indonesia cooperates with countries in the region to strengthen the economy and expand market access. This is done through cooperation in regional forums such as ASEAN, APEC, and RCEP. Indonesia also utilizes digital technology for this purpose. In terms of regional security, Indonesia plays an important role in maintaining sea and air security in the region. Indonesia is actively involved in regional cooperation on maritime security and cooperation between island nations in the region. Indonesia also uses digital technology to strengthen surveillance and law enforcement in regional waters. In terms of political stability, Indonesia plays an important role in facilitating dialog and cooperation between countries in the region. Indonesia mediates several political issues in the region. Indonesia also uses digital technology to strengthen public diplomacy and promote a positive image of the country in the region. et al., 2020). Indonesia has developed a digital diplomacy strategy to strengthen its role in maintaining stability in the Indo-Pacific region. This strategy involves three important aspects, namely economic cooperation, regional security, and political stability. In the economic cooperation aspect, Indonesia cooperates with countries in the region to strengthen the economy and expand market access. This is done through cooperation in regional forums such as ASEAN, APEC, and RCEP. Indonesia also utilizes digital technology for this purpose. In terms of regional security, Indonesia plays an important role in maintaining sea and air security in the region. Indonesia is actively involved in regional cooperation on maritime security and cooperation between island nations in the region. Indonesia also uses digital technology to strengthen surveillance and law enforcement in regional waters. In terms of political stability, Indonesia plays an important role in facilitating dialog and cooperation between countries in the region. Indonesia mediates several political issues

in the region. Indonesia also uses digital technology to strengthen public diplomacy and promote a positive image of the country in the region.

Digital diplomacy is an implementation of a new type of public diplomacy using digital technological advances in the fields of information and communication and the internet as its main instrument. Digital diplomacy is also defined as an effort to resolve diplomatic affairs using advances in digital technology and the internet. The development of the times that pushes towards the digital era is also the reason for the importance of several changes in public diplomacy (Dharossa & Rezasyah, 2020).

There are three important roles for digital diplomacy. Wilson Dizard, in "Digital Diplomacy: U.S. Foreign Policy in the International Age." First, it exposes foreign policy issues stemming from information and communication technology. Furthermore, there are reforms related to institutions that have authority in terms of diplomacy, for example, the Ministry of Foreign Affairs (Kemenlu), with the use of digital technology. For example, the use of social media And finally, public diplomacy plays a role in influencing public opinion and will be easier with technological advances (Dizard, 2001). Indonesia is currently ranked as the 4th country with the highest number of internet users in the world, as reported by the detikedu channel, internet users in Indonesia include around 204.7 million users (Zulfikar, 2023).

Social media has become an integral part of diplomatic relations today. Social media has significantly influenced and changed the practice of diplomacy (Duncombe, 2017). Since its first launch, but Twitter has also has undergone a significant revolution. Not only as social media, Twitter has developed into a diplomacy tool that is widely used by countries in the digital era as a means of communicating and sharing information about policies and important issues with the public at large. Including in Indonesia, according to the We Are Social report, the number of Twitter users in Indonesia reached 18.45 million in 2022. This figure ranks Indonesia as the fifth largest Twitter user in the world (Rizaty, 2022).

In the beginning, Twitter was a social media platform used to exchange information between individuals in society without national

borders, but it has risen to play an important role in international relations (Stephen D. Collins, 2019). Twitter diplomacy is practiced by many Foreign Ministries, including Indonesia. From this, the Indonesian Ministry of Foreign Affairs and embassies have also created various personal blog accounts and social media such as Instagram, Facebook, Twitter. According to the Regulation of the Minister of Foreign Affairs of the Republic of Indonesia Number 10 of 2018, the content of the Ministry of Foreign Affairs social media includes information: a. foreign policy; b. implementation of foreign policy that is open and does not offend ethnicity, religion, race and intergroup; and c. public responses submitted through Social Media (Peraturan Menteri Luar Negeri Republik Indonesia, 2018).

The effectiveness of digital diplomacy on issues in the Indo-Pacific is considered more effective because of its wider reach, one of which is through Twitter. The Twitter account @kemenlu_RI is the official account of the Indonesian Ministry of Foreign Affairs. Through this account, the Indonesian Ministry of Foreign Affairs discusses various topics related to foreign policy, bilateral relations, global issues, public diplomacy, and the promotion of Indonesian tourism. It is expected that the @kemenlu_RI Twitter account will become an important source of information for the global community in understanding Indonesia's foreign policy and getting the latest information about Indonesia's conditions, including the Indo-Pacific region. Seeing this, this article will answer how Indonesia's digital diplomacy strategy in maintaining the stability of the Indo-Pacific region?

LITERATURE REVIEW

Apart from having great potential, the Indo-Pacific region also has problems that are still unsolved, ranging from the competition between the United States and China, the attitudes of countries in the region, differences in interests between countries and organized crime in the region. Therefore, as a country in the Indo-Pacific region, Indonesia always creates policies that can stabilize the region. Problems that arise in the Indo-Pacific region have posed a real threat to the sovereign security of the Indonesian itself (Delanova & Mochamad Yani, 2022).

In his article entitled *“Sino-US Disorder: Power and Policy in Post-COVID Indo-Pacific”*, Titli Basu discusses the impact of the Covid-19 pandemic on electricity in the Indo-Pacific region. The pandemic has affected the power of America and China towards the region. The article also discusses the different goals of each country in the region and the emergence of a new power bloc consisting of India-United States-Japan-Australia in the Indo-Pacific region (Basu, 2020). The global Covid-19 pandemic has also affected the diplomatic, economic and defense power of the United States in the Indo-Pacific. In an article entitled *“Positive Visions, Powerful Partnerships: The Key to Competing with China in a Post-Pandemic Indo-Pacific”*, Tankel, Curtis, Fitt & Goldberg explain the importance of restoring alliances in the Indo-Pacific in the face of China’s power after the Covid-19 pandemic. Southeast Asia plays a major role in this competition. Southeast Asia is an important region where the US and Japan promote their goal of a free and open Indo-Pacific and where Australia plays its traditional leadership role (Tankel et al., 2021).

When talking about Southeast Asia, it cannot be separated from ASEAN. ASEAN itself has attempted to create a rule called the ASEAN Outlook on Indo-Pacific (AOIP). Pangestu, Hikmawan & Fathun in an article entitled *“Strategi Indonesia Mewujudkan ASEAN Outlook on Indo-Pacific (AOIP) untuk Menciptakan Stabilitas di Kawasan Indo-Pasifik”* explains the process and creation of AOIP. The region, which has a variety of potentials, has created friction of interests from various countries. This is coupled with the rivalry between China and the United States in the region, which has an impact on regional security stability. The disruption of regional security stability has affected Indonesia, which is right at the heart of the region, so a strategy is needed in realizing AOIP to create stability in the Indo-Pacific region (Pangestu et al., 2021).

Talking about the competition between the United States and China in the Indo-Pacific region is inseparable from threats to regional stability and the national interests of countries in the region, such as Indonesia. To strengthen its maritime power, Indonesia conducts defense cooperation with India, which also has the same interests as Indonesia. Sari & Delanova explain in their article *“Strategi Kebijakan Luar Negeri Indonesia Dalam*

Meningkatkan Daya Tawar Di Kawasan Indo-Pasifik” regarding the form of defense cooperation carried out by Indonesia and India. Cooperation between the two countries is not only to harmonize their foreign policies but also to show strength in the Indo-Pacific region so that it can be taken into account as well as the strength of the United States and China and can be considered in the global political structure in the region (Sari & Delanova, 2021).

In the article “*Strategi Kerja Sama Indo-Pasifik untuk Mendukung Pertahanan Negara: Perspektif Indonesia*” written by Yanuarti, Wibisono & Midhio discusses the shifting geopolitics taking place in the Indo-Pacific region. This stems from the competition between the United States and China in the region. Indonesia as one of the leaders in ASEAN views that other countries should not only witness the competition between the United States and China. Indonesia then expressed the idea that ASEAN has a concept of the Indo-Pacific that is inclusive but also respects international law. From here, a joint rule emerged, namely the ASEAN Indo-Pacific Outlook (AOIP), which is currently still considered political. Indonesia itself views that the AOIP can be a guideline to achieve national interests through cooperation in the Indo-Pacific region. This article also discusses the threats and opportunities of the Indo-Pacific strategic region and maximizing Indo-Pacific cooperation to support national defense both militarily and non-militarily (Yanuarti et al., 2020).

The idea of creating security stability in the Indo-Pacific region has long experienced ups and downs. The political, economic and military strength of the countries in the Indo-Pacific region has caused this region to become a global concern. It also results in security issues arising in the region so that Indonesia, which is also in the region, feels the need to play an active role in creating regional peace and security. In the article “*Gagasan Indonesia Mengenai Indo-Pacific Treaty: Prospek Dan Masalah*”, Purnama explains the process and meaning of the formation of the Indo-Pacific Treaty of Friendship and Cooperation. From this article, it can be seen that the purpose of the formation of this rule pioneered by Indonesia is to create regional stability in a peaceful and trusting manner between countries so that there is no deployment of military forces in the region that can harm

various parties. Although at the time of submission this idea still cannot be realized, Indonesia still believes that the idea can be realized through different strategies and get support from various countries in the region (Purnama, 2017).

When it comes to diplomacy strategies, many countries are currently using digital diplomacy as a tool to achieve their national interests such as through social media Twitter. In recent years Twitter has turned into a tool used for domestic and world politics. As stated by Chhabra in an article entitled *“Twitter Diplomacy: A Brief Analysis”*, Twitter has become a part of contemporary international relations where this media has played a role in the field of diplomacy and the implementation of international relations that have a broad impact on society (Chhabra, 2020). In line with this, Surma explains in the article *“Twitter Diplomacy as an Instrument of Foreign Policy Communication”* that social networks are an effective medium in public diplomacy. Twidiplomacy now has a role for most countries in the world in their foreign policy. Diplomats and world leaders have understood the benefits of Twitter’s ability to achieve interests and maintain good relations in the public sphere. This has led to Twitter becoming a popular social network among world leaders and foreign ministries of several countries (Surma, 2020).

From various literature studies used in this research, it can be seen that discussions about the Indo-Pacific region analyzed based on Twitter’s digital diplomacy are still rare. Therefore, this research is considered important so that there are different variations in the discussion of the Indo-Pacific region which continues to be a major topic of discussion at home and abroad to this day.

METHODOLOGY

This research is a qualitative research with a tweet analysis approach from the official Twitter account of the Indonesian Ministry of Foreign Affairs. To strengthen the findings, the author also adds other sources as references by collecting written reference data sourced from journals, reports, websites and other news sources related to this research sourced from Scopus, and Google Scholar. News sampling was obtained using the NCapture feature

to retrieve digital data sources through official websites. The data analysis technique in this study uses the Nvivo 12 Plus application program with the Crosstab Analysis and Word Cloud Analysis units sourced from Indo-Pacific related tweets in the @Kemlu_RI account from 2020 to 2022. In this study, the author classifies the Indonesian Government's objectives on Indo-Pacific issues into three categories, namely (1) Security, (2) Economy and (3) Politics with three aspects of importance, namely high, medium and low.

RESULTS AND DISCUSSION

At this time, the development of the Indo-Pacific region increased along with the Indian and Pacific Oceans, which also continued to develop as a major route for international trade and transportation activities. This has led to new economic growth in the Indo-Pacific region as well. However, this development was also accompanied by the rise of rivalry between the United States and China, which attempted to implant its influence and existence in the Indo-Pacific, raising concern in many countries in the region (Qudsiati & Sholeh, 2020).

Not only is rivalry, but regional security threats also portray the growing Indo-Pacific as a free zone with the emergence of a variety of non-traditional safety threats such as terrorism, human trafficking, and illicit drugs. These various challenges and threats make Indonesia aware that this will create security disturbances and instability in the Southeast Asian region, especially for Indonesia, because Indonesia is the junction point between the Indian Ocean and the Pacific Ocean. To address these various problems and challenges, Indonesia cannot work alone, Indonesia needs ASEAN as a regional organization in the region to maintain security stability (Pangestu et al., 2021).

Indonesia's move is carried out because ASEAN plays an important role in peace and stability in the Indo-Pacific region. The centrality of ASEAN is highly needed amid the dynamics of geopolitical and geostrategic shifts in the Indo-Pacific region. Therefore, as a country in the heart of the Indo-Pacific region, Indonesia strives to maintain ASEAN neutrality amid regional rivalry and security issues by creating a set of common

understandings of the indo-pacific region at the Southeast Asian level known as the ASEAN Outlook on the Indos-Pacific. (AOIP). The first AOIP was initiated by former Indonesian Foreign Minister Marty Natalewaga in 2013 and was then re-developed in 2017. ASEAN Outlook on Indo-Pacific is a reaffirmation of ASEAN's position in its role in peace, security, stability, and prosperity in the Indo-Pacific region. This outlook presents an open and inclusive approach to dialogue and cooperation in several areas that are ASEAN priorities: maritime, economic, connectivity, and achievement of SDGs. The idea is also in response to the growing challenges of the ASEAN external region, which was subsequently agreed on at the ASEAN Summit in June 2019 in Bangkok (Kementerian Luar Negeri RI, 2019). The idea is also in response to the growing challenges of the ASEAN external region, which was subsequently agreed on at ASEAN Summit in June 2019 in Bangkok (Wulandari et al., 2021).

Indonesian policy in the Indo-Pacific region through AOIP

The continuously growing Indo-Pacific makes Indonesia pay special attention to this region. Indonesia during the reign of President Jokowi has positioned itself in the middle of the dynamics of the region by actively developing the Indonesian interpretation of the Indo-Pacific. This was also by Foreign Minister Retno Marsudi who said in his annual press release on 9 January 2018 that Indonesia is focusing on the ecosystem of peace, stability, and prosperity in the Indo-Pacific region (Agastia, 2018). Foreign Minister Retno also stressed that "Amid regional and global geopolitical changes, Indonesia along with the Southeast Asian countries located at the intersection of the Indian and Pacific Oceans must remain a key player in the creation of the architecture of the region. Indonesia wants to create an ecosystem of peace, stability, and prosperity that can be realized not only in ASEAN but also in the Indian Ocean and Pacific or Indo-Pacific Circuit.

As the advocate of ASEAN's Outlook on the Indo-Pacific (AOIP), Indonesia sees the importance of the indo-pacific approach to ASEAN as a space that can help Indonesia in the coverage of cooperation from several perspectives such as maritime security, politics, and economics. From maritime security defense perspective, Indonesia is well aware of

the threat of transnational crime that could threaten the centrality of the region. The maritime economy has been the main focus of Indonesian economic transformation since 2014 when President Joko Widodo outlined the vision of the World Maritime Fund. (PMD). Therefore, the Indo-Pacific political-economic seafront is very important for Indonesia's maritime hub (Verico, 2021). In addition, Indonesia also hopes that AOIP can help realize the PMD ambition of Indonesia by creating a maritime economy so that it can increase navigation capacity and efficiency with the maritime focus vision that maps the development of maritime tolls as part of infrastructure development. The AOIP also serves as a guide for ASEAN in the field of defense cooperation with its dialogue partners by bridging the interests of the Indo-Pacific countries in peace, security, and prosperity with the central and strategic role of ASEAN (Setyorini et al., 2022).

The political interests of Indonesia as an AOIP advocate are carried out using diplomacy to maintain Indonesia's position in the region. Indonesia aims to create stability and order in the Indo-Pacific region in various aspects. In addition to launching the AOIP, Indonesia also carries out diplomacy with ASEAN countries and countries in the Indo-Pacific region by establishing cooperation in various fields with bilateral and multilateral mechanisms. To these various interests, Indonesia has maximized the use of digital diplomacy through various social media platforms, one of which is Twitter on the @Kemlu_RI account. The Indonesian Ministry of Foreign Affairs Twitter account is used by the government to convey various information related to various policies that the government has formulated to the general public. The various information that is quoted in the Twitter account @Kemlu_RI of them is about the policy and position of Indonesia in the Indo-Pacific region.

In this study, the authors classified the objectives of the Government of Indonesia on the Indo-Pacific issue into three categories: Maritime Security, Economic, and Political with three aspects of interest: High, Medium, and Low. The data processing in this study will be based on tweets in the @Kemlu_RI Twitter account related to the three already mentioned issues that are subsequently categorized into three levels. The high level is related to how Indonesians the security stability of the Indo-Pacific region.

The Medium level is related to Indonesia's political position in terms of competition between the United States and China, as well as international interactions and positions, while the Low level will look at how Indonesia develops trade and economic cooperation with countries in the Indo-Pacific region and ASEAN in general.

Data Analysis

Figure 1

The Results for Word Cloud Analysis Twitter account @Kemlu RI

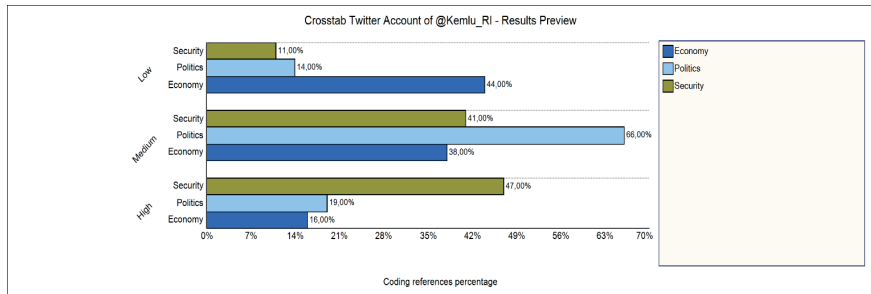


To analyze the Twitter account of the Ministry of Foreign Affairs of the Republic of Indonesia, the author used the WordCloud method through the Nvivo 12 Plus App. WordCloud Analysis is a method that will generate visualizations of words that emphasize the frequency of occurrence of certain words. With this method, the authors filtered the 50 most frequently appearing words in the @Kemlu_RI Twitter account. From the analysis, the frequency of the words “Pacific”, “Development”, “ASEAN”, “Security”, “Political”, “Stability” and others indicate that the Indonesian Government is focused on various aspects related to the interests of the Indonesian government in the Indo-Pacific region. The word “Pacific” occupies the top ranking representing that the Indonesian government pays more attention to the Pacific region, followed by the words “Development”, “ASEAN” and others. Based on the above data, the frequency of the word “Pacific” appears as many as 31 times with a percentage of 5.64%, development 11 times

at 2.00%, and ASEAN 10 times at 1,82%. The frequent appearance of the word “Pacific” in the @Kemlu_RI Twitter account is one of evidence that the Indo-Pacific region is a special concern for the Indonesian Government.

Figure 2

Crosstab Analysis Result



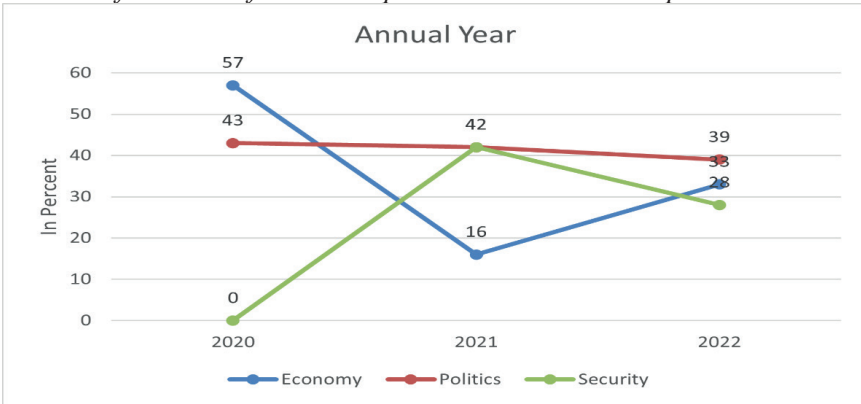
From the results of the Crosstab Analysis, it is seen that the Government of Indonesia is very serious about high political issues related to security and politics is very large with a total of 47% and 19%. Indonesia, in particular, puts the security issue as one of the main issues in the middle of political and economic interests whose percentage is also quite large. Indonesia's maritime security interests relate to concerns about the threat of transnational crime that could threaten the security of Indonesia and the region.

In the middle level related to political interests Indonesia occupies the top position with a percentage of 66%. This shows that the Indonesian government is focusing on efforts to conduct diplomacy with various countries to maintain Indonesia's position in the Indo-Pacific region. Diplomacy in this regard also relates to its conduct of various cooperation agreements in various fields.

At a low level, Indonesia's economic interest occupies the top position with 44%. Economic importance has become one of the important issues because it is also related to the vision of President Joko Widodo to make Indonesia “Poros Maritim Dunia” with various plans for the construction of sea toll roads that are expected to open a new trade route that is expected to bring positive impact for the Indonesian economy.

Figure 3

Number of Indo-Pacific-related quakes based on annual periods



In this analysis, the authors analyzed the number of Indo-Pacific-related quakes based on annual periods. This is done to see how Indonesia's consistency makes the Indo-Pacific issue one of the important regions for its foreign policy. From the above data, it can be seen that in 2020-2021, the Indonesian government puts a lot of attention on the Indo-Pacific region with increased attention in the security and political sectors, but the economic sector has a decline. According to the author's analysis, this happened because, in 2020, the focus of the Indonesian government was on the health sector due to the Covid 19 pandemic. In the years 2021 and 2022, after various domestic health-related policies began to normalize, the Indonesian government again paid full attention to the economic sector to revive the national economy while the security and political sectors experienced a slight decline.

CONCLUSION

With the various complex problems that exist in the Indo-Pacific region, as the country in the heart of the region makes Indonesia determine its attitude toward them, the Indonesian government, through the Ministry of Foreign Affairs, tries to shape a strategy through ASEAN's Outlook in the Indo-Pacific Region (AOIP). Indonesia not only formed AOIP, but it also maximized its national interests through digital diplomacy through

its Twitter account, @Kemlu_RI. On its Twitter account, the Ministry of Foreign Affairs shared information on Indonesian policy on various issues, one of which is related to issues that exist in the Indo-Pacific region, such as security and economic and political stability issues. Digital diplomacy is chosen because it uses the sophistication of information and communication technology that is easy and efficient so that it can be accessed by a wide range of communities. According to the data obtained by the author, the Ministry of Foreign Affairs has maximized its digital diplomacy, as seen in 38 Indo-Pacific-related issues. These issues are generally related to security, economic, and political issues that are part of the focus of the Indonesian government. From the results of the analysis, it is overall known that the Indonesian government focused on security, politics, and economics, with a total of 13 tweets about an economic issue, 15 tweets about a political issue, and 10 security tweets about security.

REFERENCES

- Agastia, I. G. B. D. (2018). Indonesia Foreign Policy Update: Rough Waves Ahead in the Indo_Pacific. *AEGIS (Journal of International Relations)*, 3. <http://e-journal.president.ac.id/presunivojs/index.php/AEGIS/article/view/727>
- Basu, T. (2020). Sino-US Disorder: Power and Policy in Post-COVID Indo-Pacific. *Journal of Asian Economic Integration*, 2(2), 159–179. <https://doi.org/10.1177/2631684620940448>
- Chhabra, R. (2020). Twitter Diplomacy : A Brief Analysis. *ORF Issue Brief*, 335, 1–12.
- Delanova, M. O., & Mochamad Yani, Y. (2022). Dampak Kebijakan Amerika Serikat Di Indo-Pasifik Dalam Menghadapi China Terhadap Keamanan Indonesia. *Jurnal Academia Praja*, 5(1), 79–97. <https://doi.org/10.36859/jap.v5i1.413>
- Dharossa, T., & Rezasyah, T. (2020). Upaya Perlindungan WNI oleh Pemerintah Indonesia melalui Pendekatan Diplomasi Digital (2014-2019). *Padjadjaran Journal of International Relations*, 2(1), 105. <https://doi.org/10.24198/padjir.v2i1.26055>
- Dizard, W. P. (2001). *Digital diplomacy : U.S. foreign policy in the information age*. Westport Conn.
- Duncombe, C. (2017). Twitter and transformative diplomacy: social media and Iran–US relations. *International Affairs*, 93(3), 545–562. <https://doi.org/10.1093/ia/iix048>
- Junef, M. (2018). Sengketa Wilayah Maritim di Laut Tiongkok Selatan. *Jurnal Penelitian Hukum De Jure*, 18(2), 219. <https://doi.org/10.30641/dejure.2018.v18.219-240>

- Kementerian Luar Negeri RI. (2019). *ASEAN Outlook on Indo-Pacific Diperkenalkan Kepada Kanada*. <https://Kemlu.Go.Id/>. <https://kemlu.go.id/portal/id/read/821/view/asean-outlook-on-indo-pacific-diperkenalkan-kepada-kanada>
- Pangestu, L. G., Hikmawan, R., & Fathun, L. M. (2021). Strategi Indonesia Mewujudkan ASEAN Outlook on Indo-Pacific (AOIP) Untuk Menciptakan Stabilitas di Kawasan Indo-Pasifik. (*PROYEKSI Jurnal Ilmu-Ilmu Sosial Dan Humaniora PROYEKSI Jurnal Ilmu-Ilmu Sosial Dan Humaniora (e-Journal)*), 26(1), 1. <https://doi.org/10.26418/proyeksi.v26i1.2619>
- Peraturan Menteri Luar Negeri Republik Indonesia. (2018). *Peraturan Menteri Luar Negeri Republik Indonesia Nomor 10 Tahun 2018 tentang Pengelolaan Media Digital Kementerian Luar Negeri dan Perwakilan Republik Indonesia*.
- Purnama, A. C. (2017). Gagasan Indonesia Mengenai Indo-Pacific Treaty: Prospek Dan Masalah. *Jurnal Pertahanan & Bela Negara*, 7(2). <https://doi.org/10.33172/jpbh.v7i2.181>
- Qudsiati, A. D., & Sholeh, B. (2020). The Role Analysis Of Indonesia's Policy Strategy On Indo-Pacific. *Journal of Diplomacy and International Studies*, 3. <https://journal.uir.ac.id/index.php/jdis/article/view/6262/2985>
- Rizaty, M. A. (2022). *Pengguna Twitter di Indonesia Capai 18,45 Juta pada 2022*. DataIndonesia.Id. <https://dataindonesia.id/digital/detail/pengguna-twitter-di-indonesia-capai-1845-juta-pada-2022>
- Sari, S., & Delanova, M. (2021). Strategi Kebijakan Luar Negeri Indonesia Dalam Meningkatkan Daya Tawar Di Kawasan Indo-Pasifik. *Jurnal Dinamika Global*, 6(01). <https://doi.org/10.36859/jdg.v6i01.415>
- Setyorini, I. D., Abdillah, A. A. E., Pahlevi, A. J., Bintoro, A. P., Defianti, D., Florens, M., Rosanda, N., & Qardhawi, R. (2022). Diplomasi Pertahanan Indonesia Dalam Asean Outlook On The Indo-Pacific (AOIP). *Jurnal Transformasi Global*, 9(2), 118–122. <https://transformasiglobal.ub.ac.id/index.php/trans/article/view/317>
- Stephen D. Collins, J. R. D. & R. K. L. (2019). Hashtag diplomacy: twitter as a tool for engaging in public diplomacy and promoting US foreign policy. *Place Branding and Public Diplomacy*.
- Surma, I. (2020). Twitter Diplomacy as an Instrument of Foreign Policy Communication. *Diplomatic Service*, 1, 65–75. <https://doi.org/10.33920/vne-01-2001-09>
- Tankel, S., Curtis, L., Fitt, J., & Goldberg, C. (2021). Positive Visions, Powerful Partnership: The Key to Competing with China in a Post-Pandemic Indo-Pacific. In *Indo-Pacific Security* (Issue March).
- Tertia, J., & Perwita, A. A. B. (2018). Maritime Security in Indo-Pacific: Issues, Challenges, and Prospects. *Jurnal Ilmiah Hubungan Internasional*, 14(1), 77. <https://doi.org/10.26593/jihi.v14i1.2795.77-95>

- Verico, K. (2021). *How Indonesia Sees the Indo-Pacific Economic Architecture*. The National Bureau of Asian Research. <https://www.nbr.org/publication/how-indonesia-sees-the-indo-pacific-economic-architecture/>
- Wulandari, K. T., Sushanti, S., & Putri, P. K. (2021). *Kepentingan Indonesia Dalam Menginisiasi Pembentukan Asean Outlook On Indo-Pacific (AOIP) Tahun 2017. Diskusi II*. <https://ojs.unud.ac.id/index.php/hi/article/view/74330/39892>
- Yanuarti, I., Wibisono, M., Midhio, W., & Universitas Pertahanan, F. S. P. (2020). Strategi Kerja Sama Indo-Pasifik untuk Mendukung Pertahanan Negara: Perspektif Indonesia. *Jurnal Strategi Pertahanan Semesta*2, 6(1), 41–70.
- Zulfikar, F. (2023). *10 Negara dengan Pengguna Internet Tertinggi di Dunia, Indonesia Nomor Berapa?* Detikedu. <https://www.detik.com/edu/detikpedia/d-6502474/10-negara-dengan-pengguna-internet-tertinggi-di-dunia-indonesia-nomor-berapa>