

ABSTRAK

Penelitian ini bertujuan untuk menganalisis peran Yayasan Puhua melalui Puhua School sebagai kanal diplomasi budaya dalam memperkuat hubungan *people-to-people* Indonesia-Cina melalui pendekatan *soft power*. Puhua School yang merupakan lembaga pendidikan yang tidak hanya mengajarkan bahasa Mandarin tetapi tempat pertukaran nilai, tradisi, dan perspektif budaya yang diimplementasikan melalui metode pengajaran interaktif, penyelenggaraan kegiatan budaya, dan penyediaan lingkungan belajar yang mendorong toleransi dan saling memahami. Penelitian ini menggunakan metode kualitatif deskriptif dengan pengumpulan data melalui wawancara mendalam dan observasi partisipatif. Analisis ini menggunakan teori diplomasi budaya dan *soft power* untuk mengidentifikasi bagaimana interaksi lintas budaya Puhua School yang berkontribusi pada penguatan hubungan *people-to-people* Indonesia-Cina. Hasil penelitian ini menunjukkan bahwa Puhua School berperan efektif dalam menumbuhkan *sense of belonging* siswa dimana Puhua menyediakan tempat tidak hanya meningkatkan kompetensi bahasa tetapi membentuk adanya ikatan emosional yang mempererat hubungan Indonesia-Cina secara masyarakat. Dengan demikian, Puhua School merupakan salah satu pemerkuat hubungan *people-to-people* Indonesia-Cina.

Kata kunci: Puhua School, Diplomasi Budaya, Hubungan *People-to-People*, *Sense of Belonging*, Indonesia-Cina

ABSTRACT

This study aims to analyze the role of the Puhua Foundation through Puhua School, as a channel of cultural diplomacy in strengthening people-to-people relations between Indonesia and China, utilizing a soft power approach. Puhua School is an educational institution that not only teaches Chinese Language but also serves as a platform for the exchange of values, traditions, and cultural perspectives, implemented through interactive teaching methods, organized cultural activities, and a learning environment that encourages tolerance and mutual understanding. This study uses a qualitative descriptive method with data collection through in-depth interviews and participant observation. This analysis uses the theory of cultural diplomacy and soft power to identify how Puhua School's cross-cultural interactions contribute to strengthening people-to-people relations between Indonesia and China. The results of this study indicate that Puhua School plays an effective role in fostering a sense of belonging in students, where Puhua provides a place that not only improves language competence but also forms an emotional bond that strengthens Indonesia-China relations as a community. As a result, Puhua School is one of the strengtheners of people-to-people relations between Indonesia and China.

Keywords: *Puhua School, Cultural Diplomacy, Soft Power, People-to-People Relations, Indonesia-China*