

ABSTRAK

Era globalisasi dengan kemajuan pesat teknologi komunikasi dan informasi membawa perubahan signifikan dalam berbagai aspek kehidupan, termasuk hubungan antarnegara. Media sosial hadir sebagai sarana komunikasi yang memungkinkan interaksi tanpa batas jarak dan waktu, sehingga mengubah tata kelola hubungan internasional dari diplomasi konvensional melalui media cetak menjadi diplomasi digital. Periode 2022–2024 menjadi masa pemulihan pariwisata Indonesia pasca pandemi Covid-19, yang sebelumnya menurunkan jumlah wisatawan mancanegara. Pemerintah Indonesia melalui Kementerian Pariwisata dan Ekonomi Kreatif mengoptimalkan kampanye Wonderful Indonesia yang telah diluncurkan sejak 2011. Pemanfaatan media sosial menjadi strategi utama untuk meningkatkan *nation branding*. Penelitian ini menggunakan platform Instagram (@wonderfulindonesia) dan X (@wonderfulid) serta menyoroti peran media sosial sebagai instrumen diplomasi publik dalam memperkuat *nation branding* Wonderful Indonesia.

Kata Kunci: Media sosial, Diplomasi, Nation Branding, Wonderful Indonesia, Covid-19

ABSTRACT

The era of globalization, accompanied by rapid advancements in communication and information technology, has brought significant changes to various aspects of life, including inter-state relations. Social media has emerged as a communication platform that enables interaction without spatial and temporal boundaries, thereby transforming the management of international relations from conventional diplomacy through print media to digital diplomacy. The period from 2022 to 2024 marked Indonesia's tourism recovery after the Covid-19 pandemic, which had previously reduced the number of international tourist arrivals. The Government of Indonesia, through the Ministry of Tourism and Creative Economy, optimized the Wonderful Indonesia campaign, which has been launched since 2011. The use of social media became the main strategy to enhance nation branding. This study utilizes Instagram (@wonderfulindonesia) and X (@wonderfulid) as its primary platforms and highlights the role of social media as a public diplomacy instrument in strengthening the Wonderful Indonesia nation branding.

Keywords: Social Media, Diplomacy, Nation Branding, Wonderful Indonesia, Covid-19