ABSTRACT
The development of the world situation, actors, and information technology make the direction of diplomacy traditional diplomacy shifts to more modern diplomacy, in this case public diplomacy. The development of information technology makes the choices of diplomacy tools become diverse. Previously, diplomacy was colored by related issues with 'war', now that's the issue increasingly shifting. War is not non-existent, but emergence of other issues such as the environment, tourism, terrorism, health, human rights are the targets of public diplomacy. The purpose of this research is to know the role of public diplomacy as an instrument of foreign policy and conclude the role of public diplomacy as a strategy for achieving foreign policy. The research specification used in this research is descriptive type of analysis and literature review which focuses on searching for both primary and secondary data. Public diplomacy is interpreted as a process of government communication to the public foreign countries which aims to provide an understanding of the country, attitudes, institutions, culture, national interests, and the policies taken by the country. Impact caused include the political, economic, social, and in its implementation no longer monopolized by the government. This study focuses on the problems of why public diplomacy is used as an instrument of foreign policy (conceptual), how is the communication strategy in public diplomacy to determine foreign policy and how Soft Power influences the framework of public diplomacy in foreign policy. The results of the study indicate that public diplomacy has a major influence on the decision to determine foreign policy.

Keywords: Public Diplomacy, Foreign Policy, Instruments
study including the appropriate public diplomacy framework as an instrument for determining Indonesia's foreign policy and the role and achievements of public diplomacy as an instrument for determining foreign policy. The analytical framework used by Gilboa¹ in defining public diplomacy activities into certain categorizations include:

1. Destination
   a. Reactive: An activity will be categorized into this category if the activity is carried out in response to an event, with the aim of minimizing the losses that may be caused or to take advantage of the incident for the benefit of the country concerned. Activities in this category tend to be carried out in a period close to the event that causes the activity to occur the.
   b. Proactive: Activities categorized in this category are activities that reach out to the target implementation – both the government and the community from another country – to be able to be actively involved in the activity concerned. Activities in this category are usually not carried out routinely.
   c. Relationship: Activities categorized in this category are activities carried out with the aim of building and maintaining a relationship, both between countries and between communities. Activities in this category are usually carried out routinely and have sustainable.

2. Media or opinion public:
   a. News management: Activities that fall into this category have the characteristics of an effort to influence how information is presented to the public (targets) by the mass media with the aim of minimizing publications that are indicated to give the impression negative.
   b. Strategic communication: Activities categorized into this category are usually activities that encourage collaboration by providing data and facilitating collaboration.
   c. Building favorable conditions: Activities that can be included in this category are activities whose purpose is to establish a situation in which the targeted parties can understand each other's conditions thoroughly, both based on socio-political conditions, historical background, economic conditions, and the political situation. With this understanding, it is hoped that conditions can be created that support the birth of closer cooperation between the parties involved involved.

3. Government (Government):
   a. Closely linked: Activities that fall into this category are activities initiated and carried out directly by the government/state, where the state is actively involved in the implementation process, from the preparation stage to the evaluation stage activity.
   b. Partially linked: Activities that fall into this category are activities that in the implementation process involve: government/state in one aspect of the implementation of the activity concerned, but the role of non-government parties is more dominant.
   c. Remotely linked: Activities categorized in this category are activities that in the implementation process do not involve the government/state, where the involvement of the government is very limited, especially at the stage of implementation. permits.

4. **Public Diplomacy Instruments**
   a. **Advocacy:** Activities that use this instrument seek to influence the decision-making process and the policy-making process in a country through mobilizing public opinion on a particular issue. Users of this instrument tend to raise issues that are of interest to the community and are rarely experienced by the public user.
   b. **International broadcasting:** This diplomatic instrument utilizes the use of information technology, especially television and radio, to communicate and convey information to Public.
   c. **Cyber public diplomacy:** This diplomacy instrument uses new communication technologies such as the internet, mobile phones, and other electronic devices as a medium of public diplomacy to reach a wider target audience.
   d. **International public relations:** This instrument is carried out primarily with the aim of controlling the reputation of the country by changing the opinions, policies, and behavior of other countries towards the state actors. This instrument can also be used to improve the reputation of a country.
   e. **Corporate diplomacy:** This instrument is usually carried out by an organization to form opinions from stakeholders (stakeholders) with the aim of producing a condition in which cooperation can be formed and maintained.
   f. **Diaspora public diplomacy:** This instrument actively involves diaspora of citizens of one country living in another country – either through organizing activities or through daily life of the citizens concerned. The existence of public diplomacy by involving the diaspora is often carried out with the aim of strengthening inter-cultural understanding so that it can encourage the creation of a positive perception of a country.
   g. **Cultural diplomacy:** This instrument is used to foster an understanding of the identity of a culture. This can be done through the exchange of ideas, values, or traditions that are the building blocks of a culture in society. The goal to be achieved is to strengthen relationships, social cooperation in the community, to the achievement of interests national.
   h. **Exchanges:** This instrument is usually used with the aim of minimizing stereotypes through inter-cultural communication. This instrument is expected to provide a deeper understanding for the people who are directly involved in its delivery. The existence of direct intercultural communication will make the delivery of cultural elements through this instrument more effective effective.

**Branding:** This instrument is used to form a certain idea about the country that uses this instrument, with the aim of influencing how people think and feel about a country, which will eventually become the characteristics of the country concerned. This needs to be done especially to form opinion.

**RESEARCH METHOD**

The research specification used in this research is descriptive type of analysis and literature review which focuses on searching for both primary and secondary data. The data was obtained from the Ministry of Foreign Affairs' data as well as through various other literatures. The first subsection will try to identify public diplomacy activities in Indonesia.
The second subsection will look at how public diplomacy is then used as an instrument in determining foreign policy in Indonesia.

This research is part of public diplomacy research using Indonesia as a case example and provides a new perspective on the conception of public diplomacy as an instrument of Indonesia's foreign policy.

RESULT AND DISCUSSION
Public Diplomacy: Its Definition and Development

Public diplomacy is interpreted as a process of government communication to the public foreign countries which aims to provide an understanding of the country, attitudes, institutions, culture, national interests, and policies taken by the country (Tuch, 1990: 3; Gouveia, 2006: 7-8, quoted by J. Wang, 2006). Jay Wang (2006) sees public diplomacy as an effort to enhance the quality of communication between the state and society. Impact caused include the political, economic, social, and in its implementation no longer monopolized by the government. Meanwhile, Jan Mellisen (2006) defines public diplomacy as an attempt to influence other people or organizations outside their country by means of positive so that it changes the person's perspective on a country. Based on all those definitions, it can be said that public diplomacy serves to promote national interest through understanding, informing, and influencing the public outside country. Therefore, public diplomacy is an instrument of soft power.

When compared, there are three differences between public diplomacy and diplomacy that is official (traditional). First, public diplomacy is transparent and far-reaching, on the other hand, traditional diplomacy tends to be closed and has a limited reach. Second, public diplomacy is transmitted from one government to another. Third, the themes and issues raised by official diplomacy (the first line) are on government behavior and policies, while the themes and issues raised by public diplomacy are more towards public attitudes and behavior.

In public diplomacy, it is necessary to understand that the diplomatic process is not only external country but also within the country. Evan Potter (2006) says that the problem of diplomacy public is not only a challenge to foreign policy, but also a challenge national. The essence of public diplomacy is to have the other person on your side, while the problem in public diplomacy is how to influence public opinion and other people's behavior. In this case, what people mean is not only policy makers, but also also the audience or the public.

As an instrument of soft power, the development of public diplomacy is quite rapid. This rapid development is triggered by the fact that the efforts made by the government in the first line of diplomacy are considered to have failed to resolve conflicts between countries. The failure of the first line of diplomacy has developed the thinking of improving public diplomacy as an alternative way to resolve conflicts between countries (McDonald, 1991: 220-221). This happens because public diplomacy is characterized as a non-government group, its informal form is effective in reducing tensions, eliminating fear, and increasing interdependence between the parties (Fulton, 1998 cited by Djelantik, 1994).

Although traditional diplomacy has failed, public diplomacy has not replaced it the first line of diplomacy, but complements the efforts made by the government in traditional diplomacy. Ideally, public diplomacy should pave the way for successful negotiations conducted between governments, providing input through important information, and provide a different perspective on a problem. For this, cooperation is needed state and
non-state actors aimed at increasing the bargaining power of the government. Actor these non-states, for example, can interact with their counterparts in influencing, provide input, and implement foreign policy.

Public diplomacy discussed again, especially after the 911 tragedy in 2001. Will but, actually diplomacy public has been practiced long before. Public diplomacy appeared after World War I and dominated during the Cold War. term that used when it is `democratic diplomacy` (Fisher, 1972: 4 cited by J. Wang, 2006). Post 1945, many European countries implementing public diplomacy. The countries of this continent are the countries most the first and most widely used diplomacy model public. Some examples for example in the time of the emergence of countries Even in 1990, or if pulled back example emergence of the Federal Republic of Germany in 1949. France apply political diplomacy d’influence with a target on foreign publics to use image restoration after his defeat in two world wars. Netherlands applies publieksdiplomatie avant-la-lettre in raised moral issues long before the cold war end. Mention of public diplomacy itself appeared in 1965 by Edmund Gullion from the Fletcher School of Law and Diplomacy, Tufts University in his research on United States cultural and international programs (Fisher, 1972: 4 cited by J. Wang, 2006).

The application of public diplomacy cannot be separated from the communication of foreign policy to the foreign public. The main feature of public diplomacy is to involve all stakeholders in the process. The stakeholders here are not only the Ministry of Foreign Affairs Country, but also cross departments within government, private sector, NGOs, media, and individual. With a share of involvement diverse and large, then the design of communication strategies must be put forward.

**Communication Strategy in Public Diplomacy**

Public diplomacy requires communication skills because it is related to changes in people's attitudes, mutual understanding in seeing foreign political issues country. In the information age, public opinion can effectively influence actions government. The characteristics of such a world require information management to put the problem together domestic and foreign problems. That way, public diplomacy including optimizing communication activities, namely collecting, processing, and disseminate information for state interests. As the Former Minister said US Foreign Affairs, George Shultz, that the raw material for diplomacy is information; how obtain it, analyze it, and place it in the system (Schultz, 1997 cited Djelantik, 1994).

Jay Wang (2006) views public diplomacy as a multi-dimensional concept and includes three main objectives, namely: (1) promoting the goals and policies of the state, (2) forms of communication of values and attitudes, and (3) as a means to improve understanding together and mutual trust between state and society. Referring to that goal, diplomacy the public emphasizes messages that anyone can do. As a form of participation, it is necessary to develop a communication strategy in public diplomacy, namely the government's communication strategy to regulate internal forces, such as using non-state groups (MNCs, NGOs) and external communication strategies with foreign target groups.

Next Christopher Ross (2003), Coordinator for Public Diplomacy Department Outside The United States, said that there are seven pillars that must be understood so that public diplomacy which done can be successful, in the sense of being able to fulfill its objectives in inform, involve, and influence foreign publics (to inform, engage, and influence).
First, there is policy coordination at the national level. Public diplomacy activities various forms, and all of which are aimed at supporting the national interest and fulfill obligations international obligations of a country. For that, it must be ensured used to be that the public foreign countries fully understand the policies taken. It must also be ensured that the source comes from the government, nothing else. Public diplomacy at the national level need coordinated at the government level considering the various types of messages, languages, group targets, formats, and media. It is important that coordination is carried out so that information is prioritized and understanding of the theme becomes clear; the message to be conveyed is consistent; and source the sources used are effective.

Second, there must be sufficient reason and rationality to support a policy.

Third, the message to be conveyed to the foreign public must be consistent, credible, trustworthy, and right. It should be understood that the public who are the targets of public diplomacy are diverse. So, what is reliable is credibility - what we mean and mean what we say.

Fourth, avoid the emergence of contradictions between the consistency and the making of the message. Consistency is understood as the ability to design a message for a certain public. Given the development of ICT (Information Communication Technology), then the message must also be designed quickly. Information vacuum will bring up a message that come from sources outside the government.

Fifth, because the target group for public diplomacy is broad and diverse, it is necessary to take advantage of all existing communication channels such as internet, broadcasting, publication print, press placements, traveling speaker, or educational and cultural exchange.

Sixth, expanding alliances and cooperation with the private sector and other non-state actors.

Seventh, the need to build a foundation of trust and understanding through commitment and dialogue.

In addition to these seven pillars, public diplomacy also has three levels of communication (Anholt, 2006: 5-6), namely: (1) public diplomacy tools 'sell' any form of policy issued by the government, (2) 'selling' policies government, but with authority to condition the model and content of foreign policy his country, (3) placing as a policy instrument, not a method of communication policy. In this stage Many soft approaches are used power compared to hard power in change the understanding and behavior of the target group.

Given that there is no standard form in public diplomacy, public diplomacy known as tailor-made diplomacy. For that, there are a few things to pay attention to in implementation of its communication strategy (Melissen, 2006: 11-14), namely: (1) In the formation of and In its application, public diplomacy is always adapted to local conditions and cases certain. Sometimes what is considered reasonable in one country is not necessarily reasonable in another. For example: drugs and euthanasia can be used as material in public diplomacy in the Netherlands, but not applicable in Turkey or the US. (2) Public diplomacy can be used as a bridge to fill the gap between radical cultures, but it must be noted that its application can only apply when economic interdependence exists or between societies that are in some degree interrelated, for example the European Union. (3) Public diplomacy can run on a two-way communication system. In a one-way system, public diplomacy is difficult. As an analogy, public diplomacy is similar to techniques marketing. Public diplomacy begins with pre-existing perceptions and beliefs in self 'consumer'. To bridge the information, steps such as Information on the country through
brochures, magazines, films, DVDs, and CDs can be done. Techniques the basis of public diplomacy like this is often ignored by the Ministry of Foreign Affairs. For the pioneers of diplomacy publics such as the US, UK, and Canada, it is realized that the mainstreaming of public diplomacy into foreign policy requires patience and support from higher levels.

(4) Strive hire the services of a consultant to conduct public diplomacy. However, this does not necessarily mean replace the capabilities of the existing diplomatic staff. The results will be different. Public diplomacy is a kind of DIY – a do it yourself business -.

**Exercising Soft Power in the Framework of Public Diplomacy**

*Soft power* is the ability to get what you want by pulling attention or influence others to adopt the goals of countries that use the *soft power*. The *soft power exercise* model in public diplomacy considered successful during the Cold War was the US. Values America is like democracy and human rights can stem the socialist values that are carried by the Soviet Union. The US also has industry culture through film and music found around the world and influencing behavior young people around the world. Together with his *hard power ability*, AS appeared as a major world power. More than 50 percent of world leaders; more than 200 people are leader and former state leaders; 1500 people at the ministerial level and cabinet members; and many of today's leaders in the corporate and other private sectors were participants in cultural and educational exchange programs in the US (Ross, 2003).

Ability then decreases when faced with a problem *war on terrorism*, especially in countries with large Muslim populations. Information that carried through public diplomacy in Muslim countries is not followed by implementation in field, its credibility was then questioned. Hostility in a Muslim country like Iraq and Iran with the mention of the devil's axis, *red tape* in visa processing, controlling very strict against Muslims then degrade the image of the US, encourage anti-US sentiment, weaken the support of the international community, and lead to diversion of support world against new powers other than the US.

Examples of the application of public diplomacy in Another *soft power* framework is China. China with the success of its economic development then popular among countries develop. China has successfully branded itself that undemocratic regimes can build its economy. Consensus Concept Beijing blending authoritarian models and the market economy is becoming popular in comparison the Washington Consensus concept combines democracy with a liberal economy (Nye, 2007: 4).

militarily and economically, China cannot be compared to the US. China doesn't have a cultural industry as big as Hollywood and its universities are not as advanced as the US. China also has the number of NGOs is minimal when compared to the US. Politically, China has experienced periods of corruption, *inequality*, lack of a democratic climate, human rights problems, and difficulty in enforcing the law. With all these problems, China has proven that it can rise to become a great world power. This is why the Beijing Consensus is widely imitated and attracts attention authoritative and semi-authoritative states.

Seeing the two things above, in his view, potential *soft power* framework for exercised is *the* exchange of education, *broadcasting*, *developing assistance*, exchange military, and *disaster relief*.

**The Development of ICT as a Modality**
Because the target group of public diplomacy is very broad and diverse, all channels existing communications need to be utilized. Along with the development of ICT, the number of channels communication becomes diverse, complex, and complicated. As a result, control mechanism over the information carried through public diplomacy becomes more complicated and complex. Development ICT raises two sides that are contradictory. ICT is a modality strategic in nature. ICT has long been used effective in the struggle of actors non-state actors on issues of human rights, trade, poverty, and the environment. Rio Earth Summit 1992, the Zapatista movement of 1994, the anti . movement globalization in Seattle in 1999, NGO involvement in UNFCC in Bali in 2007 was some examples. Global forums it shows how ICT is utilized and used in massive quantities to connect and network. ICT Media make it easy for each delegate to share information, debate, set agendas and plans future strategic. ICT is widely used by non-state actors because of its low cost and nature massive. This can adopted and implemented by small countries considering the choice to exercise hard power requires a large budget when compared to the effort to exercising soft power. With that reason, efforts should be made carry out effective public diplomacy can be easy to do. However, in practice this is not the case. Nye (2004: 107) calls it a 'paradox of plenty' which can be described in four ways, namely: (1) It is necessary to to find out global public perceptions and attitudes towards a particular country considering that after the Cold War there were many political and economic realities. (2) Media transparency communication makes the target group not limited to one country only, but is in global level. (3) Decreased credibility of existing messages in the process of public diplomacy. People tend to perceive what communicated by the government as form of propaganda. (4) Multiple channels appear communication that requires review repeat to what communication model? must be used. The four are modalities at the same time a threat, depending on how is the government can use it as power support public diplomacy. On the one hand, the media can act as a doctrinal mechanism, agent manipulation, and the formation of good consent determined by the elite. On the other hand, the media can also speed up the policy-making process and make the government more observant to 'sell' and explain the policy taken and take into account the impact public to the policy (Hassan, 2004: 104 -106).

Public Diplomacy and Other Communication Models

Public Diplomacy and Nation Branding

A distinction must be made between public diplomacy and nation branding. Like diplomacy In general, public diplomacy is about building relationships not about identity projection, much like branding. The things that distinguish the two are: (1) Branding is considered unable to deliver (especially political needs) public diplomacy from the Ministry of Foreign Affairs, and also unable to move in rigid situations and difficult approaches to promoting the state. Applying branding corporations in international relations seems to be far away. A more pluralistic modern society and complex make multiple approaches Branding is hard to do. (2) Public diplomacy revolves around the process of dialogue and debate. This includes sensitive themes and controversial. (3) Diplomacy public is part of a wider process by country with actors involved in it. Public diplomacy is not something that can stand alone and not merely the practice of marketing techniques, advertising, management media or spin doctor, but rather a broad form of diplomacy change. For example, success Spain in dealing with Islamic terrorists cannot be separated from experience historical life side by side with Islam for more than 800 years. It cannot applied in USA for example. Or Ramos Horta's
success in doing diplomacy public with Australia, the results will be different when it is done by Indonesia. (4) With public diplomacy, the relationship between diplomacy and society is becoming increasingly close. The classic distinction that diplomacy related to high society becomes worn. Diplomacy is no longer a monopoly elite community groups, but to the lower class.

*Nation branding* concentrates more on how the country as a whole packs it for the consumption of other countries, while public diplomacy concentrates more on packaging of government policies to the foreign public. Public diplomacy is a component of *nation branding*. Public diplomacy concentrates on only one aspect, while *nation branding* concentrates on how to shape the harmonization of policies, society, culture, products, tourism, trade and investment promotion, etc. (Anholt, 2006:2).

**Public Diplomacy and Marketing Communications**

It should also be noted that public diplomacy is not the same as *marketing communications*. This equalization of functions has resulted in many countries failing to implementation. *Marketing communications* is more about the process of sharing information that assist in identifying, stimulating, or satisfying what wanted by customer. *The market* is different from the public. *Market* is created and formed based on the product and services, then segmented based on frequent whether or not to use a product or service the. Whereas public k works with create himself and not a creation an organization, in this case country. The public itself is formed when what is offered by the organization about it (Kruckeberg & Vujnovic, 2005). It should be realized that the constituents is public, not *market*. Therefore, an effective model of public diplomacy is not market-based propaganda or advocacy, but something based on two-way symmetrical communication and *community building* (Grunig & Hunt, 1984 cited by Kruckeberg and Vujnovic, 2005). *Community* more buildings egalitarian, democratic, and have a relational orientation (Kruckeberg & Starck, 1988 cited by Kruckeberg & Vujnovic, 2005). This is more applicable than with propaganda and *marketing communication models*.

**Public Diplomacy as a Foreign Policy Instrument**

It was said at the outset that the development of public diplomacy was influenced by three things, namely changing international issues and agendas, developing non-state actors, and development of communication and information media. The essence of public diplomacy has not changed from beginning after World War I. But at the level of goals, instruments, and actors, its scope is getting wider. Public diplomacy then enter into political instruments abroad and become one of the priorities government in international politics (Leonard, 2002).

For now, public diplomacy is experiencing a period of enlightenment, globalization appears in the public diplomacy. Indonesia has a public diplomacy department under the Ministry of Foreign Affairs Country; Turkey raises US$25 million budget for diplomacy the public; China founded many institutions related to relations culture in many cities of the world. (de Gouveia, 2006:8).

The relationship between diplomacy and foreign policy is closely related. Foreign policy country experiencing two stages in the process, namely at the level of manufacture and policy implementation. Diplomacy is an instrument in which decisions or policy implemented (White, 1997: 257). In its broadest sense, diplomacy not only about implementation level, but also the policy-making process. Thing This is related to the
function of diplomacy itself involves gathering information, giving advice to policy, representation, negotiation, and consular services (White, 1997:258).

Then, what about public diplomacy itself? Foreign policy making dominated by elites, but in gathering information and deliberations, its manufacture is much influenced by factors outside the country, such as the private sector and NGOs. Non-state actors as public are then not only involved in the implementation process, but also in terms of policy formulation.

Going forward, the role of diplomacy public as an instrument of foreign policy increasingly come up. Philip Fiske de Gouveia (2006) indicates that there are eight predictions regarding the future of public diplomacy. (1) It comes with soft power. Soft power in the exercise not dominated by elites, but can involve the public more. (2) The emergence of communication that is aggressive and more competitive. When each country begins to communicate the goodness of its country and what it can offer, the information that appears is biased and what happens is a negative and aggressive form of communication. (3) Although on the one hand, public diplomacy becomes aggressive and competitive, but on the other hand this too foster collaboration. When each country competes with each other in terms of public diplomacy and its communication strategy, then on the one hand this is growing cooperation. For example the European Union or ASEAN, on several issues member countries cooperate with the aim of minimizing costs and maximizing the impact caused when working alone such as in issues of human rights, the environment, or disease. Need Note that this collaboration will not work running when on the same issue, the interests of each member state overlap. (4) Global media no longer dominated by western media. (5) Public diplomacy what is done in the country must be in line with public diplomacy carried out abroad. (6) Public diplomacy is no longer an authority government. Public diplomacy is often practiced by private companies and consultants on behalf of the government. (7) Technology has a role in influencing creation, measurement of success, and evaluation of its implementation. (8) Public diplomacy and communication strategy is needed to address global problems that are non-political.

Next, there is several reasons for giving priority in the application of public diplomacy, namely: (1) Diplomacy public has a long-term effect on foreign political goals country. (2) Diplomacy public can increase a country's exports and foreign investment. This matter common in developing countries. (3) Shows existence for countries which have weak power at the world level, for example Norway. (4) Help some countries for articulate its national identity, like Canada. (5) As a form of commitment a country on a stable world situation and a peaceful multilateral world order. (6) Assist in reduce the false stereotype of a country, for example the reality of the Balkan countries. (7) As a form of counter to the negative news of a country due to the domestic crisis that befall him.

CONCLUSION

Public diplomacy is used as an instrument of foreign policy, it is necessary to understand that the diplomatic process is not only outside country but also within the country. The application of public diplomacy cannot be separated from the communication of foreign policy towards the foreign public, thus public diplomacy is used as an instrument in determining foreign policy. It is necessary to develop a communication strategy in public diplomacy to determine foreign policy, namely the government's communication strategy to regulate internal forces, such as using non-state groups (MNCs, NGOs) and external communication strategies with foreign target groups. Based on the research results, there are
seven pillars that must be understood so that public diplomacy which done can be successful: (1) yes policy coordination at the national level, (2) there must be sufficient reason and rationality support a policy, (3) the message to be conveyed to the foreign public must be consistent, credible, trustworthy, and true, (4) Avoiding the emergence of contradictions between consistency and manufacture the message. Consistency is understood as the ability to design a message for a certain public, (5) take advantage of all existing communication channels such as internet, broadcasting, publication print, press placements, traveling speaker, or educational and cultural exchanges, (6) Expanding alliances and cooperation with the private sector and other non-state actors, (7) The need to build a foundation of trust and understanding through commitment and dialogue. Examples of the application of public diplomacy in Another soft power framework is China. China with the success of its economic development then popular among countries develop. China has successfully imaged itself that an undemocratic regime can build its economy. Based on this example, then Soft Power has influence as a framework of public diplomacy in foreign policy.

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