

Smart Power dan Digital Diplomacy

ICT For International Relations
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Digital social media technologies have an impact on diplomatic practice and the way government engage foreign publics. The conduct of diplomacy is evermore public and global.

Digital diplomacy — also called "Twitter diplomacy" or "online diplomacy" as the use of the internet and new information communication technologies to help achieve diplomatic objectives

Overview

- One of the most notable innovations in U.S foreign policy (Barrack Obama's term) is Digital Diplomacy
- Former U.S. Secretary of State Hillary Clinton once described digital diplomacy as "smart power," emphasizing the difference between it and the traditional diplomatic concepts "hard power" and "soft power"

Social Network become a tool that allowed authorities to communicate directly with millions of citizen official from only one official webpage then had more than 200 twitter accounts and more 300 pages in 11 languages



- Power is the ability to influence the behavior of others to get a desired outcome. Historically, power has been measured by such criteria as population size, territory, natural resource, economic strength, military forces and social stability
- Soft power is the ability to attract people to our side without coercion ; ability to affect others behavior and accomplish individual aims
- Public Diplomacy is the behavior through which a government attempt to affect the opinion of people or elites from other countries
- Smart power is developing an integrated strategy, resource base and tool kit to achieve states objectives, drawing on both hard and soft power → a new tool of PD

Soft Power and Smart Power

- **Cyber Public Diplomacy as China's Smart Power Strategy in an Information Age: Anti Carrefour Incident 2008**

The article argues that China's promotion of information is by its nature a "soft power"

in 2008, netizens in China 284 millions, then 420 millions netizens in 2010

Chinese people launched several online attacks on Carrefour
2 weeks electronic communication boycott Carrefour product and disrupt French business

Cyber protest to Social Action

Words related to "Carrefour" "French -China relationship" and "Independence of Tibet" were temporarily blocked, showing that the govt control measure had a significant effect of cool down

In this case, Chinese govt first temporarily indulged free cyber speech, later set the agenda and finally took the lead in directing domestic public opinion by utilizing nationalism

Cyber Activism → Grassroot Movement → Public expansion of Power

Case Study