

Indonesian Public Diplomacy Through the Conference Gala Dinner High Level (Summit) G20 Bali 2022

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Abstract: The G20 Summit, held in Bali on November 15-16, 2020, produced a joint declaration. The G20 summit was welcomed, given that the summit was held amidst an unstable geopolitical situation and rising tensions between major powers. The focus of this research is to see how much impact or effect a Gala Dinner event has in Indonesia to outsiders and how successful the Gala Dinner is as a way of public diplomacy by Indonesia to outsiders. This study uses a qualitative approach. This is because the results of this study are in the form of descriptions that cannot be calculated. The data collection technique in this study was to collect data from primary sources and various literature that supports the formulation of the research problem using documentation techniques. The findings of this study confirm that Indonesia's public diplomacy at the G20 Summit Gala Dinner has been successful because Indonesia has managed to attract international media attention, received a positive response from the international community, resulted in agreements and cooperation with several G20 member countries, and received positive perceptions from the international community. With the positive image of Indonesia created through the Gala Dinner at the G20 Summit in Bali, Indonesia can strengthen diplomatic and business relations with G20 member countries, increase tourism, and open up broader investment.

1 INTRODUCTION

The G20 Summit in Bali on November 15-16, 2020, produced a joint declaration. The G20 Summit was welcomed, considering that the high-level conference was held amidst an unstable geopolitical situation and increasing tensions between significant countries. However, to what extent can Indonesian diplomacy claim to have been successful? Indonesia should be proud because the declaration of the G20 Bali leaders can benefit the global branding of the Indonesian state (Ramadhan, 2020). The G20 Summit is one of Indonesia's diplomatic strategies.

The role of diplomacy in a country can be classified as having a significant impact. This can be seen from the development of the diplomatic function itself. Initially, diplomacy was only a means of foreign policy in international relations, but now it has a role that is more than that (Aksoy, 2018). Public diplomacy focuses on increasing people's knowledge about a country and changing people's views of that country.

Apart from that, it also focuses on increasing

public appreciation and improving relations between countries through education and culture, so it can be said that this diplomacy has a more subtle way of conducting diplomacy. Because this diplomacy does not use violent methods, it is included in soft power diplomacy, which can be seen from the country's cultural resources, values, and policies (Jayanti, 2019).

Several countries in the world have used this method and achieved success in introducing culture and culinary delights to other countries. One of the countries is Indonesia.

Even though Indonesia itself is still a country that is new to using this diplomatic method, it is used to improve Indonesia. It is a multicultural country with various cultures, religions, ethnicities, races, arts, and customs that Indonesian people must maintain and preserve.

Indonesia's diverse culture uniquely attracts the international community (Khatrunada, 2019). Indonesia can hold a Gala Dinner in the framework of the 2022 G20 Summit, which will be held in Bali.

A Gala Dinner is usually held to celebrate, give awards, or involve the broader community by

serving several special foods. Usually, this Gala Dinner serves three of four courses to seated guests. The Gala Dinner was first held in the 19th century to pay tribute to presidents and other important officials, so it could be said that it was a Gala Dinner is a dinner held by the president to welcome other foreign heads of state as guests of honor (Arjanto, 2022).

The G20 is a multilateral cooperation forum comprising nineteen significant countries and the European Union, covering a range of economies from middle to high-income and developing to developed countries. Formed in 1999 based on the ideas of the G7 member countries, namely the United States, Canada, England, Germany, France, Italy and Japan, the G20 involves the United States, Canada, Mexico, Argentina, Brazil, England, Germany, Italy, France, Russia, South Africa, Saudi Arabia, Turkey, China, Japan, South Korea, India, Indonesia, Australia and the European Union. Despite having no official leader, the presidency functions are usually held by one member for one year. The G20 is vital because it covers more than two-thirds of the world's population, 75% of global trade, and 80% of the world's Gross Domestic Product (GDP) (Kominfo, 2022).

Several diplomacies were carried out in the framework of the G20 Summit, including holding a Gala Dinner for state leaders and G20 delegates at Garuda Wisnu Kencana Park (GWK), South Kuta, Bali. At this event, many state leaders wore batik, such as Chinese President Xi Jinping, Canadian Prime Minister Justin Trudeau, Japanese Prime Minister Fumio Kishida, Indian Prime Minister Narendra Modi, and the President of South Korea, Yoon Suk Yeol.

At the Gala Dinner, guests were treated to various culinary dishes from various regions in the archipelago, including typical food from Bali, Java, North Sulawesi, Lampung, West Sumatra, North Sumatra, and Aceh. Some dishes served include Aneka Ratna Mutumanikam as an appetizer consisting of mango, seaweed, Balinese rujak spiced salad, and Manado crab meat corn fritters.

Main dishes include Lampung wagyu beef tenderloin, Padang rendang, cassava and potato mousseline, asparagus in Balinese turmeric sauce, and eggplant balado porridge. They served dessert with Acehnese chocolate mousse, tuille rice, black sticky rice with grated coconut, and coulis mango.

Not only that, apart from typical Indonesian dishes, leaders of G20 member countries, delegates, ministers, as well as former Presidents and Vice Presidents of the Republic of Indonesia were also

entertained with cultural performances featuring compiled traditional dances and songs, digital theater projects projected onto the limestone walls of GWK, and performances from musicians Andmesh Kamaleng and RDP Hip Hop Generation.

Based on the background explained above, the researcher wanted to explain and find out more about the Gala Dinner event, which is used as a force for Indonesian public diplomacy, so this research was prepared entitled "Indonesian Public Diplomacy Through the Gala Dinner of the G20 Bali 2022 High-Level Conference (KTT)".

2 METHOD

The type of research used is library research, often known as library study. The focus of this research is to see how much impact or effect a Gala Dinner event in Indonesia has on parties outside the country and how successful the Gala Dinner is as one of the methods of public diplomacy carried out by Indonesia towards external parties.

The data collection technique in this research is taking data from primary sources and various literature that supports the formulation of this research problem with documentation techniques. The documentation technique is a technique that is usually used to search for various data to answer research questions, such as journals, character biographies, stories, newspapers, and so on (Sugiyono, 2012).

In this research, primary data was taken from the number of viewers and comments that appeared via social media such as Instagram, Facebook, Twitter, and other domestic and foreign social media. The secondary data comes from five similar research journals or previous research, plus books or other journals that discuss the concepts of public diplomacy, cultural diplomacy, the G20 Summit, and the Gala Dinner.

Data analysis is a series of activities consisting of organizing data, sorting data, searching and discovering patterns, finding essential things that must be studied, and making decisions about things that can be shared with others (Moleong, 2009). In this research, the data analysis techniques researchers use are content analysis and descriptive analytics.

In this research, source triangulation was carried out through five previous journals, which will be compared with current research. This requires complete data collection and analysis so that the results are comprehensive.

3 RESULTS AND DISCUSSION

3.1 Impact of Implementing the G20 Summit Gala Dinner

The G20 Gala Dinner in Bali succeeded in showcasing Indonesian culture and culinary delights to the international world. Dinner features a variety of traditional Indonesian dishes, such as lettuce, served as an appetizer. The G20 Summit held on 15-16 November 2022 achieved the G20 Bali Leaders Declaration, a significant achievement for Indonesian diplomacy. The welcome dinner and cultural performance on November 15, 2022, will also showcase Indonesian culture.

The success of the G20 Summit and Gala Dinner results from Indonesia's effective public diplomacy, which highlights the importance of global cooperation and strengthening diplomatic relations between countries. Overall, Indonesia's public diplomacy at the G20 Gala Dinner in Bali successfully promoted Indonesian culture and strengthened Indonesia's position as a global player. The government remains the leading actor in international relations activities, although non-governmental actors continue to grow. The government plays an important role, which includes formal diplomatic processes.

Sinulingga (Sinulingga, 2020) stated that successful public diplomacy can increase trust and respect for the host country and positively influence the economy, tourism, and investment. Improvement of Indonesia's image obtained from. The international community's positive response to the G20 Summit Gala Dinner in Bali can bring long-term benefits to Indonesia, such as economic growth, solid diplomatic relations, increased tourist visits, and improved national image and pride. The success of these cultural events and performances can improve Indonesia's reputation as a country hosting international events and improve diplomatic relations with other countries.

3.2 Positive Response to the G20 Summit Gala Dinner

The G20 Summit Gala Dinner is essential for the international economy and for Indonesia as the host. As the host, Indonesia must pay attention to all aspects and prepare as best as possible for the event to run well and not disappoint other heads of state. The importance of this event and the many other countries also joining in have made this event a hot

and lively topic of conversation, especially on social media. Various conversations on social media started on November 13, 2022, two days before the event took place.

On November 15, 2022 (or the first day of the G20 Summit Gala Dinner), it was found that the number of conversations was between 30 and 40 thousand, while the number of people discussing this topic was between 10 and 20 thousand people. Then, it reached its highest peak on November 17, 2022. On this date, the number of conversations was 54,335, and the number of people talking about the event was 37,527. The large number obtained indicates that social media has attracted public attention and made this event go viral. The following will describe the response of foreign communities to the G20 Summit event.



Figure 1: Public response to the G20 Gala Dinner on Twitter.

The image above is an example of comments regarding the G20 Summit Gala Dinner. The G20 India Twitter account shared a tweet about the Welcome Dinner for the leaders of the G20 countries and other invitees attending the G20 Summit in Bali. This message generated 149 Retweets, 8 Quotes, 723 Likes, and 7 Marks. A YouTube video titled "G20 Summit Indonesia 2022 | World Leaders Take Part in G20 Gala Dinner | Live" shows world leaders participating in a Gala Dinner during the G20 Summit in Bali.



Figure 2: Response of Overseas Netizens.

Apart from that, the Presidential Secretariat YouTube, which broadcast the Gala Dinner event, was also commented on by Indonesian netizens and foreign netizens. Netizens gave various positive comments, as found in the comments column.



Figure 3: Public response to the G20 Gala Dinner on YouTube.

Judging from the image above, this YouTube account has 2.41 million followers. The image above is an example of a video uploaded by this account which shows the G20 Gala Dinner event live. The video was watched 2,560,634 times and received 53 thousand likes and 4,711 comments. Almost all of the comments were positive, and the people who gave comments came from several countries.

The example above shows comments made by one Indian citizen and a Swedish citizen. A comment given by an Indian citizen stated that he was proud of Indonesia, which still respects Hindu customs even though most Indonesian citizens are Muslim. A comment given by a Swedish citizen showed that he was proud of Indonesia and Bali (Widodo, 2022).



Figure 4: Public Response to the G20 Gala Dinner on YouTube.

A video on YouTube above shows the atmosphere at the Gala Dinner venue, with the guests arriving and the preparations being made for the event. In the video, he praises Indonesian President Jokowi for wearing traditional Balinese clothing at the Gala Dinner, welcoming the leaders of participating countries.

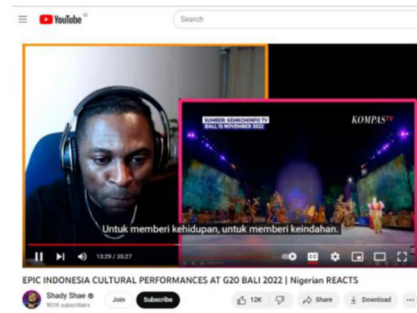


Figure 5: Public response to the G20 Gala Dinner on YouTube.

One on YouTube reacted to the G20 Gala Dinner in Bali, saying, "Wow, serious eye candy." Another YouTube video shows a Nigerian reacting to a cultural performance at the G20 Bali event, saying, "This is amazing." This video also shows the expressions of the leaders of participating countries as they enjoy cultural performances at the Gala Dinner held during the G20 Summit in Bali.

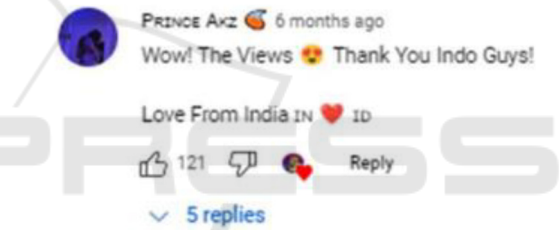


Figure 6: Public Response to the G20 Gala Dinner on YouTube.

YouTube reaction video by Gianni Bravo Ska shows the host reacting positively to the cultural performance at the G20 Gala Dinner in Bali. This YouTuber was impressed by the cultural performance and traditional clothing worn by Indonesian President Jokowi at the Gala Dinner held during the G20 Summit in Bali. He described the cultural performance as extraordinary and expressed interest in the preparations and atmosphere of the venue.

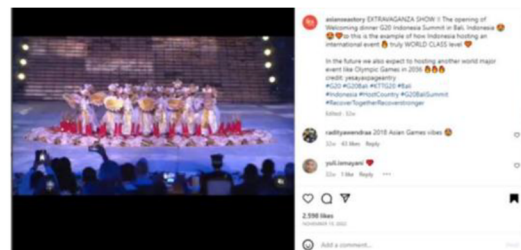


Figure 7: Public Response to the G20 Gala Dinner on Instagram. Source: www.instagram.com.

In this video, you can see positive comments saying that the Gala Dinner was a spectacular show! Opening dinner welcoming the G20 Indonesia Summit Gala Dinner in Bali, Indonesia. This is an example of how Indonesia hosts international events very well. Truly world-class. We also hope to host other major world events like the 2036 Olympics.



Figure 8: French President Emmanuel Macron expressing his admiration for the G20 Summit Gala Dinner. Source: www.tiktok.com.

The video above shows French President Emmanuel Macron expressing his admiration for the G20 Summit Gala Dinner and praising the appearance of the Gala Dinner, which was very beautiful and succeeded in attracting the attention of the French President through the cultural dances performed at the Gala Dinner. In the video, the French President also said he was amazed by the tolerance of various cultures at the Gala Dinner.

The French President's statement regarding the beauty displayed at the Gala Dinner event shows that Indonesia has succeeded in holding an international class event and that Indonesia is also a unique and highly tolerant country with the cultural diversity that exists in Indonesia.



Figure 9: French President Emmanuel Macron walking home. Source:www.tiktok.com.

The video above shows French President Emmanuel Macron stating that he is very comfortable and amazed to be in Bali. After the Bali G20 Summit dinner, French President Emmanuel Macron walked around Bali for around 2 km before returning to the hotel using the Mercedes Benz G Class presidential car. Despite wearing the same white shirt and trousers at the banquet, Macron exited the car and walked under tight guard. During walking, he greeted and took selfies with Balinese people he met on the street at around 22.00 WITA.

French President Emmanuel Macron, walking in Bali, interacting with residents, and taking selfies shows the image of Indonesia as a friendly and safe country. The actions of netizens reflect peace and security in the neighborhood. It gives the French President and the international community a positive impression of the friendliness and warm welcome given by the Indonesian people. President Macron's courage to walk among Balinese people shows his trust and confidence that the environment is safe and friendly.

This also shows that the Indonesian authorities have taken adequate security measures to maintain a safe situation for the state's guests. The positive interactions between President Macron and residents, including greetings and taking selfies together, reflect the friendliness and friendliness of the Indonesian people. This strengthens Indonesia's image as a friendly tourist destination and welcomes guests from various countries. The incident where President Macron held and kissed the baby of a mother named Ni Luh Ana Putri Ani added an emotional dimension to the French President's interaction with the Balinese people. The video of the moment was uploaded by netizens to TikTok and went viral, attracting the attention of many worldwide events.

Apart from that, this incident also reflects the strong presence of social media technology in sharing important moments virally. That way, this moment can quickly attract widespread attention and provide a positive picture of the relationship between Indonesia's head of state and society. Things like this give the impression that Indonesia is a warm country that welcomes guests with open arms and builds emotional relationships with visitors. This can positively impact people's perception of Indonesia as a tourist destination and friendly country.



Figure 10: Heart emoticon comments Source: www.instagram.com.

Many foreign netizens commented on the @g20org post above and gave heart emoticons. Heart emoticons are generally used as a symbol of expression of love, affection, or joy. Regarding positive comments about holding the G20 Summit Gala Dinner, using heart emoticons can show joy, appreciation, and support for the event.

When someone uses a heart emoticon in a positive comment, it can indicate that they feel happy and excited about the success of the Gala Dinner at the G20 Summit. They appreciate the efforts made by the state host in organizing quality and well-organized events.

Heart emoticons can also reflect pride and satisfaction with the positive image promoted by holding the Gala Dinner. Netizens consider it a good achievement in strengthening diplomatic relations, advancing global policies, and contributing to the local economy and tourism. Research conducted by Abdul Halim stated that the opinions expressed by the public regarding the G20 Summit Gala Dinner on social media were positive. This positive opinion can be used as input in developing a decision support system for the government in making policies regarding implementing state activities in the future (Anshor, 2022).

From several public responses on various social media, it can be concluded that the public remains enthusiastic or interested in discussing the G20 Summit Gala Dinner event. This is because the account owner's social media management is carried out by providing public information that suits the needs of other social media users. Good social media management will give an excellent image to the G20 Summit Gala Dinner event. In contrast, poor social media management will make the G20 Summit Gala Dinner. Whether social media management is good or not can be seen through uploaded posts that do not provide detailed public information (Citra, 2021).

Social media as an image is one of the most

exciting media functions. Image is an impression that can arise due to understanding reality. In other words, an image is a picture of information about an object or subject. Social media is also a means of digital diplomacy that has developed no longer just as a tool for disseminating information and building positive perceptions but rather as an effort to establish communication between individuals so that a sense of mutual understanding arises.

This feeling can encourage the formation of positive support. Because this new digital diplomacy aims to generate understanding and assess people's responsiveness to social media, it is seen through the amount and depth of dialogue. This change in the digital concept began because it developed from public diplomacy.

Public diplomacy is a form used for countries to understand culture, attitudes, and behavior, build and manage relationships, influence minds, and mobilize action to advance their interests and values (Kurniawati, 2020). At the G20 Summit Gala Dinner, Indonesia indirectly used this moment to carry out public diplomacy through cultures packaged in various performances presented at the event. Regarding social media, the event wants to give people the same understanding about the G20 Summit Gala Dinner event.

The dialogue between the public and social media account owners can be a bridge for building the same values regarding a phenomenon.

Communication or relationships between individuals can enable individuals to acquire shared knowledge.

This shared knowledge makes it easier for individuals in a group to imitate the behavior and thoughts of a group (Kurniawati, 2020). Several people were enthusiastic about responding on social media covering the G20 Summit Gala Dinner event. However, it was not very good because the account owner did not provide answers or respond to comments given by the public. In this way, it can close the opportunity for dialogue, essential to bridge the emergence of understanding.

The research results show that the G20 Summit Gala Dinner in Indonesia positively impacted Indonesia's image. The Gala Dinner is an opportunity for Indonesia to show its cultural and gastronomic diversity and its ability to organize large and successful events. Apart from that, the presence of state leaders in Indonesia is also considered a sign of recognition of Indonesia's potential as a developing country and has a vital role at the international level.

3.3 Improving Indonesia's Image

The image of a country will influence relations with other countries. This can be seen in the trade, investment, and tourism sectors. The country's image is influenced by state administrators' behavior in managing the state or state administrators and their citizens when they go abroad, whether studying, working, or doing business. It is not easy; building the image of a country requires deeper digging, both in the form of excellent communication and service to every newcomer who visits our country and a culture of life that is not negative. Meanwhile, industry and technology are separate pillars in providing an image (Kresnarini, 2011).

Positive comments regarding the holding of the G20 Summit Gala Dinner in Bali obtained from searches on social media, YouTube, and official media reflect appreciation for various aspects of the event and improve Indonesia's image in the eyes of the world.

Several aspects that can provide an overview of Indonesia's image from the public's response are based on the extent to which they feel safe and protected during the event. If effective security measures are taken, and participants feel comfortable, Indonesia's image as a host that can maintain security will improve. A positive response to professionalism and efficiency in event implementation will reflect a positive image of Indonesia.

Apart from friendly behavior and exemplary service to participants and spectators, it will build Indonesia's warm and welcoming host image. The international community will appreciate the friendly gestures and cultural friendliness demonstrated by the staff and volunteers during the event.

The availability of adequate infrastructure and facilities, such as modern venues, good accessibility, smooth transportation, and adequate accommodation, will give a positive impression of Indonesia as a host for international events.

Also, you can introduce Indonesian culture through artistic performances, culinary delights, and other cultures as reliable and capable hosts, strengthening Indonesia's image as a country rich in cultural heritage. Bringing local uniqueness to an international event will provide an unforgettable experience for participants and spectators.

The public's positive response to these various aspects can strengthen Indonesia's image as a host of international events. The better the public response to holding the event, the better Indonesia's image as

a successful host and committed to holding international events.

So, it can be said that the cultural diplomacy carried out by Indonesia at the Bali G20 Summit Gala Dinner gave a positive impression to the international guests who attended. In this event, Indonesia succeeded in showcasing the richness of Bali's culture, fine arts, culinary arts, handicrafts, and stunning natural beauty. This gave an unforgettable impression to the international guests who attended this event and increased Indonesia's positive image in the eyes of the world.

Wishnutama led this spectacular Gala Dinner as an International Organizer (IO). Wishnutama is a professional involved in various significant events, from the Asian Games to the Gala Dinner. Previously, at the 2018 Asian Games held in Jakarta and Palembang, Wishnutama played an essential role as IO. The Asian Games are the biggest sporting event in Asia, involving thousands of athletes from various countries. Wishnutama demonstrated its organizational skills by successfully managing the event, including coordinating with various related parties, maintaining a tight schedule, and providing an unforgettable experience for participants and spectators.



Figure 11: The Prime Minister of India and the Prime Minister of the United States Expressed Their Amazement at the Magnificence of the Gala Dinner Source: <https://www.youtube.com/watch?v=qELpnb2alg>.

The video above shows the Prime Minister of India, Modi, and the Prime Minister of the United States, curious and expressing admiration for the grandeur of the G20 Summit Gala Dinner. Wishnutama's expertise is increasingly recognized through organizing an extraordinary Gala Dinner. Wishnutama organized and hosted this event smoothly, creating an elegant atmosphere and an unforgettable culinary experience for guests.

Through achievements like these, Indonesia has earned an organizing international event successfully. This not only gives pride to the country

but also has a positive impact on tourism, the economy, and the promotion of Indonesia in the eyes of the world.

Previously, Indonesia's image regarding security may have been inadequate. News about security problems or political instability can influence the international community's perception of security in Indonesia.

Disturbances to state stability are often caused by divisions arising from political groups based on religious identity and nationalism. The spread of hoax news, persecution, restrictions on democratic space, and other evidence of a crisis of distrust in the government.

A series of bomb explosion incidents that occurred in Bali and several other regions in Indonesia in the period 2002- 2005 had an impact on negative perceptions of Indonesia's image. In particular, the death of foreign citizens, especially from Australia, as a result of this incident has triggered an unfavorable international view of Indonesia. In response to this situation, Indonesia has conducted various diplomatic efforts to restore the country's image, which was tarnished due to these incidents.

However, Indonesia's image can improve through the success of a well-organized Gala Dinner. The Gala Dinner's success can attract international media's attention and receive favorable coverage. News and coverage that depicts Indonesia as a successful host of international events will strengthen the positive image of the country of Indonesia.

Indonesia succeeded in showing the richness of Indonesian culture and art to international guests in an interactive and immersive way. This can increase international guests' interest and appreciation for Indonesian arts and culture and strengthen Indonesia's positive image as a country with invaluable cultural riches.

Thus, a positive image of Indonesia is essential in strengthening Indonesia's position in the eyes of the world and opening up new opportunities for Indonesia's progress in various fields.

3.4 Tourism Improvement

The G20 Summit Gala Dinner in Bali in November 2022 will positively impact Bali's tourism industry. Based on the results of the analysis, there is a correlation between the G20 Summit Gala Dinner and the increase in the number of tourists in Bali. The recorded number of domestic and international tourists at peak activities and meetings reached

20,559 people, and arrivals to Bali now reach an average of 24,009 daily.

Data for December 2022 shows that an average of 12,281 foreign tourists entered Bali via I Gusti Ngurah Rai International Airport daily, an increase of around 14% compared to November 2022, which was 9,809 per day. If you look at the daily average in a year, especially in 2022, December has the highest daily average. October also recorded a relatively high daily average, namely 10,090 people. From January 2022 to December 25, 2022, a total of 2,124,226 foreign tourists entered Bali through this airport (Government, 2022)

Table 1: Increase in the number of tourists in Bali.

Month	Bali. Average number of foreign tourists per day	Enhancement (%)
November 2022	9,809	-
December 2022	12,281	14%

This table shows a significant increase in the average number of foreign tourists per day in Bali in December 2022, with an increase of around 14% compared to November 2022. Meanwhile, the daily average number of domestic passengers entering Bali via the International Airport I Gusti Ngurah Rai on 1-25 December 2022 is 14,339 people per day.

In the previous month, the daily average only reached 11,281 people per day. The highest daily average number of domestic passengers in 2022 will also occur in December 2022 (Admin, 2023). The increase in tourist arrivals to Bali in December 2022 cannot be separated from the positive impact of the successful G20 Summit in November in Bali. An article also reported that the number of visitors to the Garuda Wisnu Kencana Cultural Park (GWK) in Bali increased to 5,500 people per day after the G20 Summit (Government, 2022)

Table 2: Increase in Domestic Visits.

Month	Average Daily Passenger Domestic	Enhancement (%)
November 2022	11,281	-
December 2022	14,339	26.96%

This table shows an increase in domestic passenger visits to Bali in December 2022, with an increase of around 26.96% compared to November 2022. In addition, the highest daily average number of domestic passengers in 2022 also occurred in December 2022.

Apart from that, data from the Bali Province Central Statistics Agency shows that until May 2023, positive growth was recorded in the number of foreign tourist visits to Indonesia. During this period, the number of foreign tourists coming to Indonesia reached 945,590 visits, showing an increase of around 9.21 percent compared to the previous month. Of the total foreign tourists, 439,475 direct visits went to Bali.

This fact illustrates that more than 46.47 percent of the foreign tourists entering Indonesia chose Bali as their entry point. Most foreign tourists visit Bali during May 2023, as presented in the Official Statistical News report regarding the progress of Bali tourism by the Bali Province Central Statistics Agency (BPS).



Source: Bali.bps.go.id.

Figure 12.

3.5 Economic Improvement

In the third quarter of 2022, Bali's economy experienced significant growth of up to 8% year-on-year compared to 3% in the previous quarter. In line with the Minister of Tourism and Creative Economy, Sandiaga Uno, he stated that holding the G20 Summit in Bali provided a strong impetus for the recovery of Indonesia's tourism sector.

In the given context, although the impact of the G20 Summit on the national economy directly is not very significant, some data shows a positive impact on the Bali economy, namely economic growth in Bali and Nusa Tenggara in the third quarter of 2022 reached 8.1% (year on year/yoY), more than double compared to growth in the second quarter of 2022 which only reached 3.05%.

This shows an increase in economic activity in the area. The occupancy rate of hotels around the location of the G20 Summit increased significantly

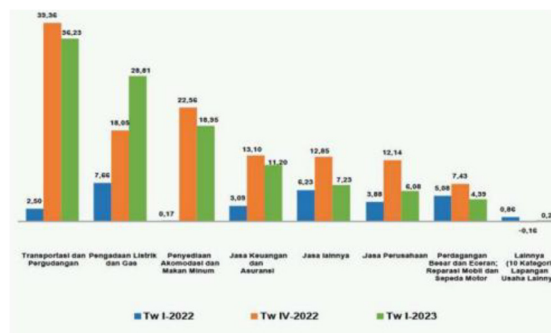
before the event was held, reaching 45.96%. This shows an increase in tourist demand related to this event. The central government has invested IDR 526.54 billion to beautify the Nusa Dua, Sanur, and Ubud areas. This shows an increase in infrastructure in the area, which can support the growth of the tourism sector and the local economy.

In addition, the Bali Province Central Statistics Agency noted that Bali's economy in the first quarter of 2023 experienced growth of 6.04 percent when compared to the first quarter of 2022. In connection with the increase in air transportation activity, there was an increase in the number of foreign tourist visits in the first quarter of 2023. An increase in Added value in the transportation sector and providing food and drink accommodation has a positive impact as a driver for other industrial sectors.

Apart from that, the growth in financial transactions also follows the spirit of an economy increasingly moving forward. These notes, as a whole, reflect the sustainable recovery of the Bali economy in the first quarter of 2023 compared to the same period in the previous year.

Added value in Category H (Transportation and Warehousing) in the first quarter of 2023 increased 36.23 percent compared to the first quarter of 2022, thanks to increased land, sea, air, river, and lake transportation activities and warehousing. International flight traffic experienced a significant increase. Data from I Gusti Ngurah Rai International Airport, Denpasar Bali, shows an increase of more than 9 thousand percent in passenger departures on international routes during the first quarter of 2023 compared to the first quarter of 2022.

An increase was also seen in domestic departures, namely 28.19 percent. Reports from ASDP Gilimanuk and Padangbai recorded an increase of around 176 percent in passengers passing through the port. Sea transportation also experienced a significant increase, with passengers reaching around 814 percent.



Source: Bali.bps.go.id.

Figure 13.

This data shows the positive impact of the G20 Summit on the regional economy. Even though the impact is more limited to Bali, the data above shows that the G20 Summit Gala Dinner has positively impacted the regional economy. High economic growth rates, increased hotel occupancy, and investment in infrastructure are indications that This event has encouraged economic growth in Bali.

PPKM restrictions in Bali still apply during the Gala G20 Summit Dinner in November 2022. According to the circular (Surat Circular PPKM 35425/SEKRET/2022) mentioned in the Bali.com article, restrictions are in effect from 12 to 17 November 2022 (Admin, 2023). It was also stated that the increase in tourist visits to Bali in December 2022 cannot be separated from the successful impact of the G20 Summit in November in Bali (Government, 2022).

In addition, the sales of Bomba batik, a typical Palu batik, reached 30% thanks to the attention given to this fabric during the G20 Summit in Bali. Bomba batik craftsmen reported a significant spike in demand because various prominent figures wore Bomba batik during the event.

4 CONCLUSION

The Gala Dinner held at the G20 Summit in Bali is a clear example of how public diplomacy can be used to improve a country's image internationally. Indonesia's public diplomacy at the G20 Summit Gala Dinner was successful because Indonesia succeeded in attracting the attention of international media, received a positive response from the international community, and resulted in agreements and cooperation with several member countries.

More specifically, the author concludes that the impact of successful public diplomacy can increase trust and respect for the host country and positively influence the economy, tourism, and investment. The improvement in Indonesia's image resulting from the international community's positive response to the G20 Summit Gala Dinner in Bali has the potential to bring long-term benefits to Indonesia, such as economic growth, solid diplomatic relations, increased tourist visits, as well as improving the nation's image and pride. The success of these cultural events and performances can improve Indonesia's reputation as a country hosting international events and improve diplomatic relations with other countries.

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