
Indonesian Public Diplomacy Towards UNESCO In Realizing The Emerald Karst Of Equator Raja Ampat As A UNESCO Global Geopark

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ABSTRACT

The development of the Raja Ampat geopark is supported by 3 main elements, namely geological diversity, biodiversity and cultural diversity. UNESCO Global Geoparks act as an intermediary through which sites and landscapes of international geological importance are managed according to a comprehensive protection concept. This research tries to explain how Indonesia's public diplomacy towards UNESCO is in efforts to achieve the Raja Ampat Geopark as a UNESCO Global Geopark. This research method is the theory of public diplomacy by Mark Leonard Nation Branding by Simon Anholt. Based on research results, Indonesian public diplomacy is an important factor in realizing Raja Ampat as a UNESCO Global Geopark, environmental factors and the unique geology of Raja Ampat are the main considerations to support Indonesian public diplomacy towards UNESCO, labeling Raja Ampat as a UNESCO Global Geopark is proven to be able to increase Indonesian branding which will opens up opportunities for collaboration in several sectors.
Keywords: Geopark, Raja Ampat, UNESCO Global Geopark, Public Diplomacy

ABSTRAK

Pengembangan geopark Raja Ampat didukung oleh 3 unsur utama yaitu keanekaragaman geologi, keanekaragaman hayati, dan keanekaragaman budaya. Geopark Global UNESCO bertindak sebagai perantara di mana situs dan lanskap yang memiliki kepentingan geologi internasional dikelola berdasarkan konsep perlindungan yang komprehensif. Penelitian ini mencoba menjelaskan bagaimana diplomasi publik Indonesia terhadap UNESCO dalam upaya mewujudkan Geopark Raja Ampat sebagai UNESCO Global Geopark. Metode penelitian ini adalah teori diplomasi publik Mark Leonard Nation Branding oleh Simon Anholt. Berdasarkan hasil penelitian, diplomasi publik Indonesia menjadi faktor penting dalam mewujudkan Raja Ampat sebagai UNESCO Global Geopark, faktor lingkungan hidup dan keunikan geologi Raja Ampat menjadi pertimbangan utama untuk mendukung diplomasi publik Indonesia terhadap UNESCO, melabeli Raja Ampat sebagai UNESCO Global Geopark terbukti mampu meningkatkan branding Indonesia yang akan membuka peluang kolaborasi di beberapa sektor.

Kata Kunci: Raja Ampat, UNESCO Global Geopark, Diplomasi Publik

INTRODUCTION

Geological heritage (geoheritage) has high scientific value, thereby adding to its heritage value. The development of geoheritage or alternative tourism, which is also called "geopark", is supported by three elements, namely geological diversity (geodiversity), biodiversity and cultural diversity (Heryadi Rahchmat, 2012). UNESCO Global Geoparks (UGG) as an intermediary through which sites and landscapes of international geological importance are managed in accordance with the concepts of comprehensive protection, education and sustainable development. This is none other than to increase awareness and understanding of key social issues such as the sustainable use of the earth's natural resources, reducing the impact of climate change, and reducing the risks associated with natural hazards (UNESCO, 2023).

In 2015, the UGG label was first launched, until now Indonesia has 10 Global Geoparks that have been approved by the UNESCO Executive Board, namely Ijen, Maros Pangkep, Merangin Jambi, BATUR, Belitong, Ciletuh-Pelabuhan Ratu, Gunung Sewu, Rinjani-Lombok, Toba Caldera, and Raja Ampat Geopark which will be the main focus of research (GGN, 2023). As a geopark area that crosses the equator, with some areas in the northern hemisphere and others in the southern hemisphere. This inspired the Raja Ampat Geopark slogan: 'The Emerald Karst of the Equator'. There are 456 species of hard coral, which is half the number of corals in the world, and no place with this large area has this many coral species. 699 species of mollusks, 1,600 coral fish, 196 species of coral fisheries, which is much more than in locations in the "Coral Triangle" area (BLUD UPTD Aquatic Conservation Management for the Raja Ampat Islands, n.d.).

Located in the Coral Triangle area, Raja Ampat has great potential, especially marine tourism. The Raja Ampat Coastal and

Small Islands Conservation Area (KKP3K) zone and area includes the AyauAsia Islands, Kawe, Dampier Strait, Mayalibit Bay, Kofiau-Boo Islands and South East Misool. This is managed based on Raja Ampat Regency Regional Regulation No. 27 of 2008 concerning Raja Ampat Regency Marine Protected Areas and elaborated in Raja Ampat Regent Regulation No. 5 of 2009 concerning the Raja Ampat Regency Marine Protected Area (KKP, Management and Zoning Plan for the Raja Ampat Islands Marine Protected Area 2019-2038, 2018). Management of conservation areas is carried out through management plans and zoning, collaboratively involving local communities and a network system because there is a connection between one area and another. This can be seen in the Raja Ampat Geopark program "Millennial Nature Conservation Spirit: From Ridge to Reef" and involvement in international meetings such as the Geopark Global Network (GGN), Asia Pacific Geopark Network (APGN), and others (Geopark R. A., 2022). Seeing the great potential that Raja Ampat has, UNESCO has a parallel role in protecting material and intangible heritage in the world. Indonesian Diplomacy can ensure UNESCO's support in maintaining and promoting Indonesia's cultural heritage. In this case, public diplomacy is considered an effective way for diplomats or diplomatic actors to communicate at the global level with the media, government institutions, global society, and other components in order to influence and encourage the behavior of the country concerned. In accordance with the strategy of the Indonesian Directorate of Public Diplomacy, namely strengthening Indonesia's role and posture in the regional and global order through several collaborations related to Indonesian values (Ministry of Foreign Affairs D. J., 2021).

In implementing its public diplomacy towards UNESCO, Indonesia is not only collaborating in the Geopark sector, Indonesia is trusted to be the first host in Southeast Asia

for the 2024 World Water Forum (WWF), which will be held in Bali. UNESCO provides full support to Indonesia which reflects its commitment to managing water resources (WWF, 2024). The process of implementing public diplomacy in developing geopark areas in Indonesia is carried out through various.

Collaborations that will form commitment, Indonesian national branding, and a sense of responsibility in efforts to manage sustainable development in geopark tourist site areas. So this public diplomacy process involves various actors, including the role of local communities around the geopark area in an effort to fulfill the criteria provided by UNESCO. With this research focuses on the efforts made by actors in making an object that has the potential to become UGG. Summarizing the current understanding of the problem encounter.

LITERATURE REVIEW

First, a journal by Eka Rahma Nurhanifa, Neneng Konety, and Raden Muhammad Teguh Nurhasan Affandi. In 2020 with the title "Indonesia's New Public Diplomacy towards UNESCO in Making the Rinjani Lombok Geopark Area a UNESCO Global Geopark". This research uses qualitative methods and data collection techniques obtained through interviews and field studies. This journal discusses Indonesia's efforts to make the Rinjani-Lombok Geopark a UNESCO Global Geopark (UGG) through New Public Diplomacy.

This article explores environmental perspectives in international relations, new public diplomacy concepts, and UNESCO's Global Geopark concept. The journal also emphasizes the importance of community involvement and a bottom-up approach in achieving UGG status. This research highlights the challenges and role of Public Diplomacy in making the geopark a UGG. The results of this research provide a better understanding of Indonesian Public Diplomacy's efforts to support the preservation of geopark areas and achieve UGG status.

Second, the Journal of Razdkanya Ramadhanty, Afrimadona, and Garcia Krisnando. In 2020 entitled "Indonesian Public Diplomacy in Efforts to Increase Tourism Through the Wonderful Indonesia Campaign in the Era of President Joko Widodo (Case Study: Thejakartapost.Com 2015-2019)". In this journal, we focus on the urgency of public diplomacy in an effort to improve Indonesia's tourism sector. The Wonderful Indonesia campaign is used as an example of how public diplomacy can play an important role in influencing foreign tourists' perceptions and interest in Indonesia. Through public diplomacy, Indonesia seeks to actively promote its natural beauty, culture and creative works to attract foreign tourists. This research emphasizes that public diplomacy has significant urgency in the context of the tourism sector, considering the great potential that tourism has as a contributor to the country's foreign exchange, economic growth and job creation. In this context, public diplomacy is key in strengthening Indonesia's image as an attractive tourism destination. In this journal, emphasis is placed on the importance of implementing effective public diplomacy strategies in increasing Indonesia's tourism attractiveness.

Third, Leonardo Felix Hutabarat's journal in 2021 entitled "Development of Indonesia's National Geopark towards UNESCO Global Geopark as Indonesian Geotourism Diplomacy". The authors in this journal discuss the development of Indonesia's national geopark towards UNESCO Global Geopark as part of geotourism diplomacy. The discussion includes the potential of geoparks to improve Indonesia's tourism and economic sectors, empower local communities in a sustainable manner, and support UNESCO's 2030 Sustainable Development Goals. This journal also discusses the holistic approach and commitment of all stakeholders in achieving UGG status. Researchers used the example of the Natuna Islands, which were designated as a National Geopark on November 30 2018 by the Indonesian National Geopark Committee, and are expected to become a UNESCO Global

Geopark eventually. The important role of geoparks in preserving the environment, mitigating natural disasters, and empowering local communities. This journal also covers topics such as economic diplomacy, foreign policy analysis, tourism development, geoparks, and sustainable development, as well as the role of social media in tourism (Hutabarat L. F., 2021).

RESEARCH METHOD

This research uses a descriptive qualitative approach by referring to the theory of public diplomacy by Mark Leonard, explaining that public diplomacy consists of 3 dimensions that must be strived for to achieve successful implementation of public diplomacy, namely news management, strategic communication and development. relationship (relationship building) (Leonard, 2002, p. 11). And using the Nation branding concept according to Simon Anholt, the nation branding hexagon has 6 key elements of Nation branding (Steffi Priani Sugi, 2017), namely: Export Brands, Government Regulations (Government, Foreign and Domestic Policy), Investment and Immigration (Investment and immigration), Culture and Heritage, People, Tourism.

RESULT AND ANALYSES

UNESCO Global Geopark as a Public Diplomacy Instrument

Public Diplomacy activities carried out by Indonesia can be seen from Indonesia's frequent visits to other countries, the establishment of cooperative relationships, and Indonesia's participation in international organizations, especially the United Nations (UN) (Ministry of Foreign Affairs, 2019) and joining UNESCO's membership with foreign policy. freely active and of the view that multilateralism is Indonesia's main pillar in developing world cooperation. a) CAME (Conference of Education Ministers of Allied Countries and Formulation of UNESCO Fields of Activity) On February 1, 1950, the leading news magazine UNESCO Courier, noted that dr. Darmasetiawan, personal representative of the Indonesian Prime

Minister, had a dialogue with M. Jaime Torres Bodet, who at that time served as Director of UNESCO, to convey regarding UNESCO membership. In this meeting, the Government of the Republic of Indonesia to utilize modern methods in fighting illiteracy. For UNESCO, education, science and culture are not final goals, but rather paths to carrying out sacred duties and a moral obligation. The ultimate goal, as stated in its constitution, is peace built on the moral and intellectual solidarity of humanity (Kemendikbud, 2024).

Research Related to Malaria Indonesia has shown interest in using the latest research results on Malaria from laboratories in Sri Lanka, Sydney and several other places. Dr. Darmasetiawan Notohatmodjo, who at that time was Minister of Health in the Sjahrir I, II, and III Cabinets, played a key role as leader of the Indonesian Doctors Association which was formed in 1948 (Indonesia U., 2019). This meeting was the starting point for the process towards Indonesia's membership in UNESCO, which involved the UN Economic and Social Council and the UNESCO Executive Board. Indonesia officially applied for membership on the UNESCO Executive Board on 17 February 1950. The decision of the Executive Board on 2 March 1950, together with South Korea and Jordan, paved the way for acceptance of membership at the UNESCO General Conference in May 1950 (Indonesia U., 2019).

Main Focus of UNESCO Global Geopark

Natural resources UNESCO Global Geoparks provide information to the public about the sustainable use and need for natural resources, whether mined, excavated or utilized from the surrounding environment, while increasing respect for the environment and the integrity of the landscape. With the abundance of rich marine life in Raja Ampat waters, snorkeling and diving have become iconic in utilizing Raja Ampat's natural resources.

Geological hazards and climate change Geopark management bodies, local governments strive to maintain and preserve conservation areas and utilize their potential in a sustainable manner for the welfare of local

communities in Raja Ampat. Reported on Geopark Raja Ampat's official Instagram account, one of these efforts is outreach to educate the local community, especially tourist guides in the Raja Ampat UGGp area and within Southwest Papua Province. It is hoped that this socialization can provide learning related to geological potential and potential interpretation.

Education Raja Ampat Geopark management body, Mr. M. Hanif Fikri, S.S, M.Par. explained that "Geopark Raja Ampat has an education center, namely Alam Sekolah which is managed by Child Aid Papua Elementary. Even though currently it is still informal or non-formal education, this foundation has received approval from the Ministry of Education and Culture of the Republic of Indonesia, whose student graduation is equivalent to formal school through the Package C Examination. Prioritizing direct learning with nature, this foundation teaches basic sciences integrated with additional skills such as tourism, English and conservation education.

Science UNESCO Global Geoparks are encouraged to collaborate with academic institutions to engage in active scientific research in the field of Earth Sciences, and other appropriate scientific disciplines. Mr. M. Hanif Fikri, S.S, M.Par. emphasized that "Raja Ampat Geopark is making full efforts to continue to grow and develop until 2023 starting with the launch of the book Raja Ampat Geopark: The Jewel of Tropical Island Karst in English and Indonesian versions, and as a form of collaboration between Raja Ampat Geopark and Langkawi UNESCO Global Geopark is made in two versions, namely Indonesia and Malaysia." This is a form of the seriousness of the Raja Ampat Geopark in advancing knowledge about the earth and its processes.

Culture The motto of UNESCO Global Geoparks is "Celebrating Earth's Heritage, Sustaining Local Communities". UNESCO Global Geoparks are fundamentally about people and about the exploration and celebration of the connection between our communities and the Earth.

Raja Ampat UNESCO Global Geopark Status In 2017 Raja Ampat was designated as a National Geopark. The Raja Ampat Geopark, which was built bottom-up, involving the local government, local community and stakeholders, expressed its desire to be designated as a National Geopark. The success of Raja Ampat in becoming a National Geopark will raise the level of conservation, education and growth of local economic value through geotourism in the Raja Ampat Regency area.

The geological heritage element from the rock aspect shows that the Raja Ampat Geopark is a record of geological history which represents one tenth of the Earth's evolutionary process which is 4.5 billion years old. Non-geological heritage in the Raja Ampat Geopark area, namely biodiversity and culture (present, past) has a close relationship with geological heritage, before finally forming a complete piece of the earth's historical story. Likewise with intangible heritage, all of which is a reflection of the history, customs, beliefs and local wisdom of the local community.

The Earth's various heritages are protected in the form of national legislation, thereby strengthening the conservation aspects of existing geological heritage and non-geological heritage. Raja Ampat Geopark became a UNESCO Global Geopark starting in 2020 by preparing a master plan based on existing foundations, until on May 24 2023 UNESCO officially determined that The Emerald Karst of Equator Raja Ampat was worthy of UNESCO Global Geopark status because of its geological structure which can be inherited. earth, and collaborative efforts involving local governments, local communities and stakeholders as a form of local community defense (UNESCO, Raja Ampat UNESCO Global Geopark, 2024). It is hoped that the formation of the Raja Ampat Geopark can become a forum that will manage the potential of the area included in the UGG concept.

Analysis of Indonesia's Public Diplomacy Strategy towards UNESCO Global

Geopark through Public Diplomacy and Nation Branding Theory

News management Indonesia has made various efforts in managing news related to public diplomacy. First, the Indonesian Government has taken proactive action to create an effective communications strategy and support the country's public diplomacy interests. Second, Indonesia also partners with foreign media to produce joint content such as documentaries, television programs or articles that promote Indonesia's natural beauty, cultural richness and uniqueness to international audiences. One of the foreign media that has partnered with Indonesia is National Geographic, a portal and communication media that produces television programs about the natural beauty and richness of Indonesian culture. Third, the Raja Ampat Geopark is also active in publishing the latest news and events regarding the geopark area on its official website. The public can dig up more information regarding geoparks that are impossible to reach offline one by one.

Strategic Communication Strategic communication can take the form of a political campaign that organizes the messages to be conveyed and plans activities to support the campaign. Perceptions of the country will be clearly reflected in aspects such as products, investment and tourist attractions will be similar because they all take into account the security of the country, culture and values that exist in society as explained in the previous chapter (Leonard, 2002, pp. 14-17). Indonesia has also implemented various promotional campaigns involving many global tourism actors to build a perception of the right target to introduce Indonesia to the global market such as Wonderful Indonesia (Indonesia W., Explore Indonesia: Essential Travel Information Wonderful Indonesia, 2024), Pesona Indonesia, and Raja Ampat Dive Resort Association (RADRA) Conservation Talk (RARCC, 2024).

Building Relationships, this dimension is a dimension that requires a long period of time. This is due to efforts to build relationships

through scholarships, exchanges, training, seminars, conferences, building real and virtual networks and providing public access to media channels (Leonard, 2002, pp. 12-13). The relationship between Indonesia and UNESCO is part of a joint effort to protect and promote natural, cultural and scientific wealth for future generations. With strong cooperation between the two parties, it is hoped that sustainable development can be achieved for Indonesia and the world as a whole. Indonesia also actively participates in various forums and conferences related to Geoparks as a form of effort to promote geological wealth and environmental sustainability. Several forums and conferences attended by Indonesia related to Geoparks include: Asian Pacific Geoparks Network (APGN), International Conference On Geology And Earth Sciences (ICGES, 2024), UNESCO General Conference (UNESCO General Conference), World Heritage Committee Meeting (World Heritage Committee Meeting), International Conference on Education (ICE).

Nation Branding towards UNESCO Global Geopark Raja Ampat status

Simon Anholt emphasized that Nation branding aims to measure, build and manage a country's reputation. Branding does not function to regulate a territorial area, but rather to build a positive image in public perception. Branding cannot change a city, region or country, but it can help the whole in an increasingly competitive world. The following is the concept of Nation Branding according to Simn Anholt which is divided into several aspects:

a. Export Brands (Export Brands)

Geopark has become an attractive export brand for the world which has been highlighted by UNESCO to be developed in accordance with the UNESCO Global Geopark concept. The UGG Raja Ampat label refers to Indonesia, that Raja Ampat is not just a country that has heaven on earth, but good management of the geopark area can

help to preserve the Heaven on Earth that has been given by the universe.

- b. Government Regulations (Government, Foreign and Domestic Policy)

Through the establishment of legal regulations relating to the management of geopark tourist locations in Indonesia in general, it has been prepared and regulated in "Presidential Regulation Number 9 of 2019" as a guideline in implementing various governance matters for the development of geopark areas (Priyanka Inmas Choirunnisa, 2022). One of the areas that has been protected is Mayabilit Bay on Waigeo Island, which is one of the Raja Ampat Geopark conservation areas.

Some of them work as fishermen who consume coral fish personally (artisanal/subsistence fisheries). Even though local communities have a tradition of managing fisheries resources sustainably through traditional fishing traditions, this tradition has almost become extinct over time. With this, the Raja Ampat Maya Tribal Council together with the Teluk Mayabilit Indigenous Community ratified the Customary Fisheries Management (KPA) in February 2017 which was facilitated by the Raja Ampat KKP UPTD and NGOs working in the conservation sector, namely Rare and Conservation International (Emilio de la Rosa1, 2021).

- c. Investment and Immigration (Investment and Immigration)

According to records from the Raja Ampat Maritime Affairs and Fisheries Service, the potential for sustainable fishing in Raja Ampat waters is 590,600 tonnes per year and the permitted catch is approximately 472,000 tonnes per year. So far, 80% of people have caught fish in Raja Ampat waters. This is an opportunity for local fishermen to improve their

economy while protecting their fish resources (Wednesday, 2018). The large opportunities that exist, the Raja Ampat Regency Investment and One-Stop Integrated Services (PTSP) Service, through the Investment Climate Planning and Development sector, are innovating regarding the publication of investment potential in Raja Ampat, especially in the tourism sector. This innovation is in the form of an application that will access a special page on the Raja Ampat Regency PTSP service website called PETATAS (Editor, 2023).

- d. Cultural and Heritage (Heritage and Culture)

Heritage and culture are one aspect that can improve a country's reputation. Indonesia, through its Raja Ampat UGGs, has become an attractive export in terms of heritage and culture. Through the "2023 Raja Ampat Enchantment Festival" event, visitors were introduced to the art of 'Tahambur Flute Music' which is a cultural acculturation between the cultures of Maluku and Southeast Sulawesi as well as missionaries who set foot in the Papua region (Indonesia W., 2023). Mansarondak is a traditional dance as a form of welcoming guests which has been carried out for generations in Papua, especially in the Arborek village area (Ramadhian, 2021). This is a form of public openness to tourists and other visitors that Raja Ampat is not only a place with unique natural potential, it can even be a place that will give the impression of a sense of peace and tolerance.

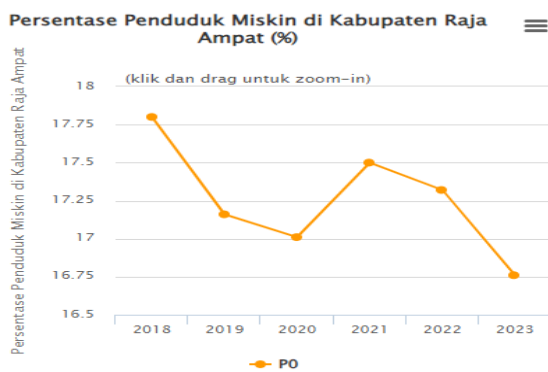
- e. Society (People)

Mayalibit Bay, which is a marine conservation area in the Raja Ampat Geopark, is bordered by layered mangroves and extensive seagrass beds. The Mayalibit Bay Area II marine conservation area is also a diving tourist destination. The dive

point is at the mouth of the bay with the type of dive following drift dive and muck dive. Unfortunately, in this area there are no resort and homestay providers for visitors/tourists.

However, visitors can rent residents' houses as a place to stay during tourism activities (KKP, Raja Ampat Islands Marine Conservation Area Management and Zoning Plan 2019 - 2038, 2019). This shows that community contribution is an important aspect in developing the Raja Ampat Geopark conservation area. Local community empowerment programs, such as skills training and small business development, can be measured by the number of participants involved and the success of small businesses which is sufficient to reduce the percentage of poverty in Raja Ampat Regency as seen in the graph below:

Figure 1. Poverty Percentage of Raja Ampat Regency



(Source: BPS Raja Ampat Regency)

Data shown by the Raja Ampat Regency Central Statistics Agency shows that in 2018 Raja Ampat experienced a high poverty rate of 17.75%, then in the 2 years before UGG labialization, Raja Ampat Regency had a poverty rate of 17.5. Followed by 2023, when the UGG label was designated, Raja Ampat Regency succeeded in reducing the poverty rate by 16.75%. Community

involvement in several supporting aspects of geopark development has been proven to increase the Human Development Index (HDI) of Raja Ampat Regency. After the UGG label, Raja Ampat's HDI is targeted at 68.18% in 2024. This figure has increased compared to the 2022 HDI before the UGG label, namely 64.65% which includes education, health and the economy (Makatita, 2023). With concrete evidence of the benefits of granting UNESCO Global Geopark status, it can be seen how granting UNESCO Global Geopark status has had a real positive impact on Raja Ampat, Indonesia, both in terms of tourism, economy, environmental preservation and empowerment of local communities.

f. Tourism (Tourism)

The UNESCO Global Geopark status for Raja Ampat has so far helped improve Indonesia's image as a country with natural and cultural riches. This strengthens Indonesia's image as an attractive and exotic tourism destination in the eyes of the world. Reports that foreign tourist visits to Indonesia as of the end of 2023 have far exceeded pre-pandemic levels. Data shows that there were 1.14 million foreign tourist visits to Indonesia in December 2023. This figure jumped 22.91% compared to the previous month before the UGG (month-on-month) label. Likewise, compared to the same period the previous year, foreign tourist visits to Indonesia in December 2023 shot up to 20.17% (year-on-year).

Tourist visits to Indonesia at the end of last year even exceeded the pre-pandemic level of 872.76 thousand visits in February 2023, as can be seen in the graph above. Cumulatively, the number of foreign tourists visiting Indonesia during January-December 2023 reached 11.67 million visits, an increase of

98.3% compared to the same period last year. Meanwhile, during January until December 2022, the number of foreign tourist visiting Indonesia was only 5.88 million visits (Annur, 2024).

CONCLUSION

Labeling Raja Ampat as a UNESCO Global Geopark has been proven to increase Indonesia's branding which will open up many benefits and opportunities for cooperation in

several sectors. Nation Branding Hexagon by Simon Anholt which is divided into six aspects as follows; First, Geopark has become an attractive export brand for the world which has been highlighted by UNESCO to be developed in accordance with UGG's concept. Second, the existence of applicable legal provisions must relate to the management of geopark tourist locations. In this case, Indonesia generally has "Presidential Regulation Number 9 of 2019" as a guideline in carrying out various governance matters for the development of geopark areas. Third, this is proven by the existence of investment and immigration opportunities in Raja Ampat. It can be seen from the dependence of the local Raja Ampat community on consuming fish. This is an opportunity for local fishermen to improve the economy while protecting fish resources, by not taking fish that are in conservation areas. Apart from that, the One Stop Integrated Services and Investment Service (PTSP) also facilitates investment development in Raja Ampat in the form of the PETATAS website which can access special tourism sectors that can be invested in. Fourth, Raja Ampat's cultural heritage has been proven to be able to raise Indonesia's image in the global realm. Fifth, community participation in conservation activities as a form of global awareness of the importance of environmental conservation and protection of endangered species in Raja Ampat. Sixth, the surge in tourist visits to Indonesia was 22.91% from the previous year as evidence of Nation branding from UGG Raja Ampat status.

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