

Cultural Diplomacy of Pura Mangkunegaran Through the Langenpraja International Roadshow 2022

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Abstract: Pura Mangkunegaran is a royal palace that serves as a center for the preservation and development of Javanese arts and culture. In an increasingly globalized world, Pura Mangkunegaran has assumed a significant role as a diplomatic window in international relations. After several decades, Pura Mangkunegaran has revived its spirit in carrying out its cultural mission in 2022. This cultural mission was held in three countries: Malaysia, Australia, and Thailand. This study aims to examine the role of Pura Mangkunegaran as a cultural diplomacy actor through the Kemantren Langenpraja International Roadshow 2022. This study employs a qualitative method, collecting data through a literature review and interviews. The results of the study indicate that the cultural diplomacy activities conducted by Pura Mangkunegaran, using art as a tool for cultural diplomacy, have successfully created a positive image in the eyes of the world, receiving appreciation and positive responses from various parties, particularly the international community in the target countries. Additionally, the success of the diplomacy carried out by Pura Mangkunegaran is closely tied to the collaboration between diplomatic actors who served as supporting actors in these activities.

Keywords: Cultural Diplomacy; International Roadshow; Kemantren Langenpraja; Mangkunegaran Palace; Public Diplomacy

1. Introduction

Indonesia is a multicultural country with diverse cultures, ethnicities, and religions. In this context, Indonesia's cultural diversity is a testament to its rich historical journey and extensive cultural interactions. Cultural heritage encompasses anything that possesses artistic value and is passed down from one generation to the next, preserved, protected, valued, and safeguarded. Cultural heritage can be used as a potential to enhance a country's appeal, so it needs to be recognized and preserved. Surakarta, located in Central Java, is one of Indonesia's cities that is strongly identified with and upholds Javanese culture, with the slogan "The Spirit of Java." Various nicknames have been given to Surakarta, one of which is "the city of culture." This reflects its rapid development in response to the evolution of civilization and culture.

Mangkunegaran Palace is one of Indonesia's cultural heritage sites, symbolizing the grandeur and nobility of Javanese culture. Mangkunegaran Palace was founded by Raden Mas Said, also known as Mangkunegara I. Mangkunegaran serves not only as a royal palace but also as a center for the preservation and development of Javanese arts and culture. In an increasingly globalized world, Pura Mangkunegaran has assumed a significant role as a window for Javanese cultural diplomacy on the international stage. One example is the cultural festival, the Kemantren Langenpraja International Roadshow 2022. This program is

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an initiative by Pura Mangkunegaran to promote Javanese cultural heritage on the international stage. The program was held in 2022, specifically in three countries: Malaysia, Australia, and Thailand. The event was designed to blend traditional Javanese elements with the modern concept of an international roadshow, featuring a variety of engaging activities, including dance performances, workshops, exhibitions, and cultural discussions. The aim is not only to introduce Javanese culture directly to the international community but also to promote its appreciation and understanding. Pura Mangkunegaran also aims to revive international cultural cooperation that was previously established during the Mangkunegara era (Meidinata, 2022). The new cultural relationships built by Mangkunegaran with other countries are expected to have a positive impact on Indonesia's image on the global stage.

Cultural diplomacy is a form of diplomacy that utilizes cultural spaces, including art, language, education, sports, science, and the exchange of ideas. Over the last decade, cultural diplomacy has emerged as a key focus of cultural studies in international relations. Cultural diplomacy helps to improve national social cohesion within a country, especially among minority groups (Harini & Widhiyoga, 2020). Through cultural diplomacy, a country can easily disseminate its traditions, values, and ideas. This helps countries understand how cultural diplomacy helps present their country to a broader audience. Based on the background described in the previous section, this study employs public diplomacy theory and the concept of cultural diplomacy, along with several supporting concepts, including soft power and nation branding, to analyze the problems that have been formulated. Thus, this study will examine the cultural diplomacy efforts carried out by Pura Mangkunegaran through the Kemantren Langenpraja International Roadshow 2022.

2. Literature Review

2.1 Theoretical Study

2.2.1 Public Diplomacy

Public diplomacy is a theory in international relations that emerged and developed in the 1990s, following the end of the Cold War, with a focus on civil society. At the beginning of the 21st century, around 60 countries worldwide, including those in Europe, Asia, and Latin America, experienced democratization, marking a global trend. Joseph Nye defines public diplomacy as a tool used by governments to leverage soft power resources through dialogue and engagement with the public in other countries, not just their own (Nye, 2008). Public diplomacy aims to establish a focal point for foreign citizens while serving as a means for governments to strategically introduce their stories, principles, ideas, culture, political systems, and national objectives to citizens of other countries (Ali ÇİÇEK, 2022). Public diplomacy encompasses a range of entities, including not only elites and governments but also the broader public. According to Jan Melissen's concept, public diplomacy aims to influence

minds in the development and implementation of foreign policy. He emphasizes that public policy today involves more than just one-way communication. There are three key aspects to consider in public diplomacy: propaganda, national image, and cultural relations with foreign countries. Public diplomacy is closely related to the cultural ties between foreign countries to increase a country's influence by leveraging its resources. The reason for using public diplomacy theory in this study is that it is highly appropriate for explaining the efforts of Pura Mangkunegaran in building a positive image of Indonesia. This study aims to examine whether the efforts undertaken by Pura Mangkunegaran through the Kemantren Langenpraja International Roadshow 2022 are effective in fostering international relations.

2.2 Previous Research

The first study, "Cultural Diplomacy of the Ngayogyakarta Hadiningrat Palace through the Arts in 2012-2022" (Dzulhaq, 2023), focused on the cultural diplomacy of the Hadiningrat Palace. In contrast, this study focuses on the cultural diplomacy of the Mangkunegaran Palace. The second study is South Korea's Public Diplomacy Efforts in Promoting Culture and Tourism in Indonesia through the "Teko Nang Jawa" Program in 2019 (Fariani et al., 2019). This study focuses on analyzing South Korea's public diplomacy efforts toward Indonesia in the Teko Nang Jawa program, utilizing public diplomacy theory to inform the analysis. The third study, "Mangkunegaran Art Mission Abroad 1989: Contribution to Development" (Fathonah & Puguh, 2022), focuses solely on analyzing the fundamental aspects of the organization, implementation, and significance of Mangkunegaran for Indonesia's national development, employing a historical approach.

3. Proposed Method

This study employs a qualitative research method, utilizing data collection techniques that focus on literature reviews and interviews. The data collection methods used by the researcher include examining literature, official documents, and relevant writings to develop research hypotheses and identify research subjects. Then, in the interview data collection, the researcher used Pura Mangkunegaran as the source of this study.

4. Results and Discussion

4.1 The Role and Efforts of Pura Mangkunegaran as a Cultural Diplomacy Actor

Pura Mangkunegaran is one of the royal palaces located on Jl. Ronggowarsito, Keprabon Village, Banjarsari District, Surakarta City, Central Java. The origins of Pura Mangkunegaran trace back to the Salatiga Agreement of 1757. After lengthy negotiations, an agreement was reached whereby Sunan Pakubuwana III appointed Prince Sambernyawa as a special prince entitled to a title. Thus, the Mangkunegaran Kingdom was established, led by Raden Mas Said, with the title Kanjeng Gusti Pangeran Adipati Arya Mangkoenagoro Senopati Ing Ayoedha

Soedibyaningprang. After assuming this position, R.M. Said obtained authority through lung land, which was reserved land originating from a part of the Surakarta Kasunan territory. However, in the agreement, Adipati Mangkunegara I was appointed solely as a subordinate leader, subject to the authority of the Surakarta Kasunan in terms of custom and politics. Various actions taken by R.M. Said in pursuit of his aspirations included securing the hereditary status of the lung land for his descendants and seeking to sever ties with the Surakarta Sultanate, thereby placing himself directly under the supervision of the VOC.

Over time, significant changes occurred during the reign of Adipati Mangkunegoro VI in 1896. After the Mangkunegaran region became hereditary property and gained considerable independence from the Kasunan, the Kadipaten Mangkunegaran remained under the rule of the Kasunan Surakarta and the Sultanate of Yogyakarta in terms of politics and traditional governance. Additionally, culturally, it was influenced by the Yogyakarta Palace due to the marriage between Adipati Mangkunegara VII and the daughter of Sultan Hamengkubuwana VII. This gave rise to various Javanese cultural products with a Yogyakarta Sultanate style, enriched with the essence of the art and culture of the Mangkunegaran Palace. Since the reign of Mangkunegara VII, the prestige of Mangkunegaran has spread throughout the archipelago, maintaining its existence as an autonomous kingdom until Indonesia's independence. Following various events, Mangkunegaran relinquished its authority in the realm of governance but continued to fulfill its role as a bastion protecting and preserving Javanese culture (Mangkunegaran, 2024).

Culture is a term that refers to patterns of behavior, practices, values, norms, knowledge systems, beliefs, arts, laws, customs, and other habits exhibited by individuals as members of society. Culture encompasses all aspects of life that are passed down from one generation to the next, both explicitly through formal education and implicitly through daily social interactions (Fadli et al., 2024). Culture, a legacy from our ancestors, must be preserved so that it continues to evolve and be recognized from one generation to the next. One of the efforts often used to preserve a culture is through festivals or other cultural events. Pura Mangkunegaran, which has served as a bastion of Javanese culture since ancient times, has undertaken various cultural missions both internally and externally. In its artistic endeavors, Mangkunegaran has undertaken various initiatives to develop the arts and culture of the Region. Some of the activities carried out by Pura Mangkunegaran include the Indonesia-America Cultural Meeting held at the residence of Pura Mangkunegaran on October 2, 1988. Then, from May to July 1989, Mangkunegaran actively conducted cultural missions to several countries, including France, England, and Japan. During the cultural mission to Japan in 1989, which took place in Hiroshima, Numakuma, and Tokyo, performances included traditional dances such as Tari Srimpi, Bedhaya, Langendriyan, Klana Topeng, Gambyong, and Sendratari Taman Soka (Mangkunegaran, 2024). After several decades, efforts have been

made to revive the spirit of cultural missions on the international stage. In 2022, Pura Mangkunegaran once again undertook a cultural mission in three countries: Malaysia, Australia, and Thailand, through the “Kemantren Langenpraja International Roadshow 2022.”

4.1.1 Kemantren Langenpraja International Roadshow 2022

Kemantren Langenpraja is a department within Mangkunegaran tasked with preserving, developing, and showcasing various forms of art, including dance, gamelan, and wayang. Based on an interview with GRAj. Ancillasura Marina Sudjiwo, the daughter of K.G.P.A.A Mangkunegara IX and the Head of the Cultural Affairs Department of Kemantren Langenpraja explained that the background for organizing this event is the desire of Mangkunegaran to introduce Javanese culture, particularly Mangkunegaran culture, to the international stage. This initiative is expected to encourage the formation of cultural communities, especially among the Indonesian diaspora and Javanese communities spread across various countries. In addition to introducing culture, this event also serves as a cultural mission and an effort by Mangkunegaran to establish cooperation and strengthen ties with various countries. The Kemantren Langenpraja International Roadshow 2022 was held in three countries, namely Malaysia, Australia, and Thailand.

a. Borneo Cultural Festival 2022



Image 1. Poster & activities of the Kemantren Langenpraja Borneo Cultural Festival, Malaysia

Source: Official Instagram account of Mangkunegaran @mangkunegaran.

The Kemantren Langenpraja International Roadshow 2022 was held for the first time from July 18 to 23, 2022, in Sibul, Sarawak, Malaysia. Several delegations, including the Mangkunegaran Palace delegation, Mr. Raden Sigit Witjaksono, the Consul General of the Republic of Indonesia in Kuching, and other representatives, attended the opening ceremony of the 2022 Borneo Cultural Festival. The festival opening ceremony was followed by the ribbon-cutting ceremony for the "Art & Culture Exhibition." The event was enlivened by a multi-day exhibition featuring a booth by Pura Mangkunegaran showcasing Srimpi Muncar dance costumes and historical photos of Mangkunegaran. After the exhibition, Pura Mangkunegaran presented a dance performed by Kemantren Langenpraja at the closing ceremony of the 2022 Borneo Cultural Festival. At the closing ceremony, Kemantren Langenpraja performed "Beksan Golek Montro," a welcoming dance for the guests. KGPA

Mangkunegara IV created Beksan Golek Montro, which tells the story of a princess preparing to welcome distinguished guests to the palace.

b. Indonesia Day 2022



Image 2. Poster of Kemantren Langenpraja Indonesia Day 2022, Australia

Source: Official Instagram account of Mangkunegaran @mangkunegaran.

A cultural event with the theme “Indonesia Day 2022” was held on August 20, 2022, at the Boola Bardip Museum, Perth, Australia. The visit by Pura Mangkunegaran, accompanied by the Consulate General of the Republic of Indonesia for Perth, to Murdoch University in Perth, was warmly welcomed by representatives of the Indonesian Studies program at Murdoch University. The visit was conducted to establish good cooperative relations for the future, particularly in the fields of culture and Indonesian studies programs. During the Indonesia Day 2022 event held at Hackett Hall, Perth, the Kemantren Langenpraja presented several dances, including the Beksan Golek Montero dance, the Beksan Gatotkaca Dadung Awuk dance, and the Beksan Gambyong Retno Kusumo dance. In addition to the dance performances, Pura Mangkunegaran also conducted a dance workshop for visitors at the museum. During this event, the Indonesian community or diaspora also participated by presenting and conducting workshops organized by Pura Mangkunegaran.

c. T.T.I.C (Trade, Tourism, Investment, and Culture) Forum



Image 3. Poster and Activities of the Langenpraja International Roadshow T.T.I.C Forum, Bangkok, Thailand

Source: Official Instagram account of Mangkunegaran @mangkunegaran.

The Langenpraja International Roadshow, with the theme “T.T.I.C Forum,” was held at Siam Square One, Bangkok, on September 18, 2022. During the event, Langenpraja collaborated with the Indonesian Embassy in Thailand by presenting traditional dances from the Mangkunegaran Palace, namely the Gambyong Pareanom and Beksan Bondoyudho dances. The Beksan Gambyong Pareanom embodies the distinctive colors of

Mangkunegaran, particularly the green and yellow pareanom, symbolizing prosperity and fertility. Meanwhile, the Beksan Bondoyudho was created during the reign of KGPA. Mangkoenagoro V tells the story of male warriors training in combat with staffs and shields. Subsequently, Pura Mangkunegaran visited Chulalongkorn University, presenting the Beksan Srimpi Muncar dance and conducting an introductory dance workshop in the Mangkunegaran style, which was attended by dance students from the university. The visit by the Mangkunegaran Palace delegation, accompanied by the Indonesian Ambassador to the Kingdom of Thailand, to the Chulalongkorn University Museum, aimed to strengthen ties between the Mangkunegaran Palace and Chulalongkorn University and explore opportunities for cultural collaboration, particularly in the fields of dance and batik. The visit was inspired by the historic visit of King Rama VII of Thailand and Queen Rumbai Barni to Surakarta in August 1929, which KGPA Mangkunegoro VII warmly received.

In introducing its culture, Pura Mangkunegaran has implemented various approaches to promote culture on the international stage. In an interview conducted by researchers at the residence of Pura Mangkunegaran on May 30, 2025, Gusti Sura explained several efforts made by Mangkunegaran to promote its culture, including the utilization of digital technology as one of the main tools. Mangkunegaran utilizes social media and digital platforms such as YouTube and Instagram to broadcast live traditional events and performances. This indirectly facilitates the dissemination of information to a broader global audience, enabling people from diverse backgrounds to access Javanese culture more easily and directly. However, the most outstanding form of promotion frequently undertaken by Mangkunegaran is the execution of cultural missions to various countries. Under the leadership of Mangkunegara X, Pura Mangkunegaran has conducted a series of cultural visits to several nations, including Malaysia, Australia, Thailand, Singapore, Paris, and Hungary. In the interview, Gusti Sura also said that these roadshows not only showcase the aesthetics of traditional dances but also convey a narrative. This narrative serves to provide historical context and meaning to each movement, allowing the audience not only to enjoy the visual performance but also to understand the story and cultural values it contains. In addition to cultural values, the performance also reflects the importance of unity and the preservation of cultural heritage. Therefore, this activity is not merely a performance but a form of cultural diplomacy carried out actively, voluntarily, and enthusiastically as part of efforts to strengthen relations between nations and preserve national cultural identity.

4.2 Analysis of Pura Mangkunegaran's Public Diplomacy Efforts in Promoting Culture through the Kemantren Langenpraja International Roadshow 2022

The cultural diplomacy efforts implemented by Pura Mangkunegaran through Kemantren Langenpraja present a strategic form of Indonesia's soft power relevant to international relations. The concept of soft power emphasizes the use of subtle approaches, such as cultural appeal, as an alternative to hard power, which relies on coercion and violence. In recent decades, public diplomacy has undergone significant transformation. Shifting from traditional diplomacy, which focused more on intergovernmental relations, it is now more inclusive, involving non-state actors. In this context, the Kemantren Langenpraja serves as a direct communication channel between Pura Mangkunegaran and the international community. This cultural event fosters intercultural interaction, facilitating the exchange of values, ideas, and appreciation for Indonesia's rich cultural heritage. In his concept, Jan Melissen emphasizes three aspects of public diplomacy: propaganda, national image, and cultural relations with foreign countries. Public diplomacy is closely related to the cultural ties of foreign countries to increase a country's influence by utilizing its available resources.

The 2022 Kemantren Langenpraja International Roadshow is a cultural event organized by Pura Mangkunegaran to introduce Indonesian culture, especially Javanese culture. In this roadshow, Pura Mangkunegaran will perform traditional Mangkunegaran dances in three countries, namely Malaysia, Australia, and Thailand. The Javanese culture, showcased through Mangkunegaran-style dances, serves as a cultural attraction that has long been utilized in diplomatic practices. The classical dances, accompanied by gamelan music and various artistic expressions, serve as a means of communication that can capture the attention of international audiences without any coercive elements. As emphasized by Nye, the essence of soft power lies in its ability to attract (the power of attraction), which can influence the preferences of other actors through the values disseminated. The Mangkunegaran style has a unique appeal; this dance is characterized by movements that combine elements of the Surakarta and Yogyakarta styles. The goal of the Kemantren Langenpraja International Roadshow 2022 is to promote Javanese culture, especially Mangkunegaran culture, globally. In this case, Mangkunegaran strives to preserve and develop the culture that exists within Mangkunegaran and share it with a broader community. Through the Kemantren Langenpraja International Roadshow 2022, Pura Mangkunegaran effectively showcases the essence of noble Javanese culture on the international stage. At the same time, this serves as a strategic approach to enhance Indonesia's national branding in the eyes of the world. The roadshow presented Mangkunegaran's performing arts professionally and adaptively on a global stage, introducing noble values such as peace, refinement, and the aesthetic beauty of Nusantara culture to an international audience. This initiative also enhances the role of Pura Mangkunegaran as a dynamic cultural center, promoting cultural diplomacy by strengthening Indonesia's identity and fostering a positive global perception in 2022.

4.2.1 The Role of Each Actor through the Kemantren Langenpraja International Roadshow 2022.

The actors involved in the implementation of the Langenpraja International Roadshow 2022 are divided into several parts, namely the Indonesian government and state institutions, which include the Ministry of Education, Culture, Research, and Technology of the Republic of Indonesia, the Consulate General of the Republic of Indonesia in Kuching, the Consulate General of the Republic of Indonesia in Perth, and the Embassy of the Republic of Indonesia in Bangkok. In this context, state actors play a crucial role in coordinating and facilitating the activities of the Kemantren Langenpraja International Roadshow 2022. Although Pura Mangkunegaran organizes this event, it is under the auspices of the Indonesian Consulate General and the Indonesian Embassy. Therefore, state actors not only handle diplomatic and political issues but also contribute to the implementation of cultural programs and build good communication with the global community. The second sector is the private sector, including PT Bank Central Asia, PT Bank Negara Indonesia (Persero), PT Priva Identitas Digital, PT Bank Mandiri (Persero), PT Bank Pembangunan Daerah Jawa Tengah, PT Jateng Petro Energy, Passenger Service Agency Jakarta, and Rosalia Indah Tour & Travel, which act as sponsors for the cultural event "Kemantren Langenpraja International Roadshow 2022." In this context, the role of private sector actors is to provide support through financial and non-financial means, thereby fostering broader cooperation and creating opportunities to build positive perceptions on the international stage. The third actor involved is the Indonesian Diaspora, who act as a bridge connecting the cultural values of their homeland with the cultures of the host community. In this context, the Indonesian Diaspora contributed to organizing and presenting a dance workshop at the Boola Bardip Museum in Perth.

In the context of public diplomacy and soft power, nation branding is a concept that significantly influences both. Nation branding is a strategic effort to manage a country's reputation by combining political, economic, historical, and cultural elements to position the country both internally and externally. Nation branding involves the public and private sectors in promoting and enhancing the reputation of the wider community (Anholt, 2007). The cooperation between diplomatic actors has successfully developed a national branding strategy by communicating core values and national identity, thereby creating a positive image in the eyes of the world. The international roadshow received a positive response, as conveyed by the representative of the Indonesian Embassy in Perth, who expressed his high appreciation for Pura Mangkunegaran's willingness to participate in the "A Day in Indonesia" event organized by the Indonesian Consulate General in Perth. Additionally, visitors, including both Australian citizens and long-time residents of Australia, expressed their admiration for the cultural activities organized by Pura Mangkunegaran. As a result, the

Indonesian Consulate General expressed hope that Indonesian cultural activities would continue in the future.

In addition to the Indonesian Embassy in Perth, the Indonesian Embassy in Thailand also responded positively to the Kemantren Langenpraja International Roadshow, which left a favorable impression on the long-standing relationship between Indonesia and Thailand. The concept of nation branding, based on the Anholt Branding Hexagon, reveals that six key elements significantly influence a country's reputation. Among these six elements, three are interconnected and mutually influential: government, culture, and society (Anholt, 2007). Through engagement with various stakeholders, Pura Mangkunegaran successfully fostered good cooperation among public diplomacy actors. This has not only facilitated the cultural mission of Pura Mangkunegaran but also opened opportunities for the establishment of cooperative relationships in various aspects, such as the economic, educational, and tourism sectors, in a sustainable manner. Through the cultural diplomacy approach implemented in this roadshow, the Langenpraja District Office has demonstrated that the Indonesian nation possesses significant cultural values that can strengthen friendship networks among nations in the era of globalization.

4.3 Analysis of the Role and Efforts of Pura Mangkunegaran as an Actor in Cultural Diplomacy

The development of international relations has made the study of this field multifaceted. Initially, international relations were always associated with the dynamics of war and peace. However, over time, the study of international relations has begun to shift toward cooperation in various aspects. This, in turn, led to diplomacy through culture, a concept referred to as "soft power" by Joseph Nye. The practice of cultural diplomacy has been around for centuries, although it was often overlooked in the past. However, the term "cultural diplomacy" has become popular in recent years. Various individuals can engage in cultural diplomacy through a range of cultural activities abroad. In this practice of diplomacy, state actors are the primary actors who often engage in cultural diplomacy. However, in the present day, non-state actors also participate in cultural diplomacy. In international relations, cultural diplomacy serves as a bridge to realizing Indonesia's national interests. This is in line with the mandate of Article 32, paragraph 1 of the 1945 Constitution, which states that "The state shall promote Indonesian national culture amid world civilization by guaranteeing the freedom of the people to preserve and develop their cultural values." In this context, cultural diplomacy serves as a means to introduce Indonesia's cultural diversity to the world. This not only strengthens Indonesia's identity but also builds a positive reputation that supports various objectives across economic, political, and social aspects through international festivals, national art exhibitions, cultural exchanges, and various cross-border collaborations.

Cultural diplomacy refers to a country's efforts to advocate its national interests through cultural channels, which encompass micro aspects such as education, science, sports, and the arts, as well as macro elements characterized by propaganda and similar strategies that are traditionally viewed as non-political, non-economic, and non-military (Warsito & Kartikasari, 2007). Until now, the objectives of diplomacy have been understood to include seeking recognition, adjustment, persuasion, threats, hegemony, or subversion. However, the primary objective of diplomacy is to achieve national interests. In this section, the researcher analyzes the concept of cultural diplomacy as presented by Warsito and Kartika.

4.3.1 Forms of Cultural Diplomacy at Mangkunegaran Palace

4.3.1.1 Exhibitions

Exhibitions are efforts to showcase concepts or works of art, science, technology, social values, or ideologies from one nation to another. Exhibitions are the most traditional form of cultural diplomacy, as contemporary diplomacy prefers an open approach characterized by exhibitionism and transparency (Warsito & Kartikasari, 2007). Exhibitions as a form of cultural diplomacy can be held locally or internationally, either unilaterally by one country or multilaterally among several countries. These efforts are characterized by their official, legal, transparent, and direct nature. The exhibition can be directly presented to individuals or international communities from various countries. In this activity, the form of cultural diplomacy carried out by Pura Mangkunegaran at the Borneo Culture Festival in Malaysia was showcased. In this event, Mangkunegaran participated in the “Art & Culture Exhibition,” where Pura Mangkunegaran set up an exhibition booth for several days. The photo exhibition and traditional dance costumes showcased royal life from various eras. In contrast, the traditional rituals practiced at Pura Mangkunegaran provided visitors with a deeper understanding of the Javanese cultural context.

4.3.2 The Objectives of Mangkunegaran Palace Cultural Diplomacy

The fundamental purpose of diplomacy is to advocate for and achieve national interests. In this context, diplomacy encompasses not only discussions and negotiations but also the establishment and maintenance of relations between nations, whether in times of peace or conflict. The primary objective of cultural diplomacy is to influence public opinion in other countries to support specific foreign policies (Warsito & Kartika, 2007). In peaceful situations, the objectives of cultural diplomacy are categorized into four parts: Recognition, Hegemony, Friendship, and Adjustment. In this case, the cultural diplomacy carried out by Pura Mangkunegaran as a non-state actor falls under the category aimed at achieving friendship.

4.3.2.1 Friendship

The objective of Pura Mangkunegaran's cultural diplomacy is to strengthen the friendship between Indonesia and other countries, thereby restoring cooperative relations. Pura Mangkunegaran aims to promote a deeper understanding of Indonesia and its culture among the international community through cultural exchanges. The Kemantren Langenpraja International Roadshow 2022 Festival serves as a momentum to revive and recreate the friendship that Mangkunegaran has established with other countries in the past, one of which is the Kingdom of Thailand. The Kemantren Langenpraja Festival itself is an initiative of Mangkunegara X, inspired by the visit of King Rama VII of Thailand and Queen Barni to Surakarta in August 1929. Since 1871, the relationship between the Javanese kingdom and Thailand has been closely intertwined. Reflecting on the history that has unfolded through various visits over the past 151 years, this has fostered a strong bond between the two nations. This is evident in every meeting held, which has discussed several topics of mutual interest between the two countries, including various aspects related to the friendship between the two nations. In addition to discussing friendly relations, these meetings also addressed various issues in fields such as politics, economics, social affairs, agriculture, transportation, and, particularly, the field of culture (Duhri, 2022). The friendly relations between the Kingdom of Thailand and Pura Mangkunegaran have been re-established through the international roadshow of the Langenpraja program—the visit of Mangkoenagoro X and G.R.A.j. Ancillasura Marina Sudjiwo, along with the Indonesian Embassy in Bangkok and Chulalongkorn University, are among the forms of cultural diplomacy aimed at strengthening friendly relations with Thailand, particularly in the field of culture.

The cultural diplomacy carried out by Pura Mangkunegaran through this activity has had a positive impact on building relations with Southeast Asian countries which have a long history with Mangkunegaran, especially with the Kingdom of Thailand. The diplomatic activities carried out by Pura Mangkunegaran serve as an alternative channel for diplomacy that can be utilized by non-state actors, complementing the formal diplomacy often conducted by governments. The objectives of cultural diplomacy through friendship aim to create a positive image for Indonesia and enhance bilateral cooperation in various aspects, including economic cooperation, education, and tourism.

4.3.3 Cultural Diplomacy Facilities of Mangkunegaran Palace

Cultural diplomacy encompasses various communication techniques, including electronic and print media, which are considered effective in conveying political content or foreign policy, as well as diplomatic and military means. In cultural diplomacy, diplomatic facilities are divided into two parts, namely infrastructure and superstructure. Infrastructure facilities include electronic, audio-visual, and print media. Superstructural tools are divided into seven components: Tourism, Military, Education, Arts, Trade, Public Opinion, and Sports. In this context, Pura Mangkunegaran prioritizes the arts as the primary tool for

conducting cultural diplomacy, one of which is the cultural mission “Kemantren Langenpraja International Roadshow 2022.”

4.3.3.1 Arts

Arts have been deeply ingrained in Mangkunegaran since its inception. As one of the centers of Javanese cultural growth and development, Mangkunegaran has produced a diverse range of works of art. In this case, Mangkunegaran not only preserves but also actively develops the works of art created by its ancestors. In international relations, geopolitical competition between nations persists in a more nuanced realm, even though ideological conflicts have largely subsided. To end the power struggle, a country must have a strong foundation of hard power, achieved through development in various aspects, including politics, economy, society, and military. In the face of increasingly complex dynamics between countries, a nation needs to establish its foundation of soft power. As a sovereign nation, Indonesia needs to continue building its soft power foundation by disseminating its culture globally. Cultural diplomacy has become a crucial instrument in contemporary international relations, serving as a soft power tool that enables a country to enhance its influence through its cultural appeal, values, and policies (Nye, 2008). During the Kemantren Langenpraja International Roadshow in 2022, Pura Mangkunegaran used art as the primary vehicle for cultural diplomacy. In this case, Mangkunegaran embodied Javanese aesthetic values and philosophy in a way that is easily recognized, understood and appreciated globally. Through its arts, Pura Mangkunegaran conveys the messages and cultural values of Indonesia's ancestors, particularly those of Javanese culture, through dance performances originating from Mangkunegaran.

Cultural arts activities as a means of cultural diplomacy conducted by Pura Mangkunegaran. By showcasing various forms of Mangkunegaran-style arts, particularly Mangkunegaran-style dance, these performances aim to introduce and promote Indonesian culture to the international community. The Kemantren Langenpraja Festival, held in three countries, features diverse dance performances. For instance, at the Borneo Cultural Festival 2022 in Sibu, Sarawak, Malaysia, Mangkunegaran introduced its arts by presenting the Beksan Golek Montero dance during the closing ceremony. In Perth, Australia, the Mangkunegaran Palace presented three dances: Beksan Golek Montro, Beksan Gatot Kaca Dadung Awuk, and Beksan Gambyong Retno Kusumo. Finally, in Bangkok, Thailand, the Mangkunegaran Palace performed two dances at the “Indonesian Cultural Night” program: Gambyong Pareanom and Bondoyudo. Meanwhile, during the visit to Chulalongkorn University, the Langenpraja District Office performed the Srimpi Muncar dance.

The effectiveness of the arts and Mangkunegaran has been proven for a long time, and the arts preserved and developed by Pura Mangkunegaran can help Mangkunegaran bridge

relations between countries. As has been the case for centuries, Mangkunegaran has fostered friendships with Thailand and introduced the Indonesian people to the world through the artistic activities conducted by Mangkunegaran in various countries. Through the arts, the Mangkunegaran Palace not only presents entertainment with visual and auditory beauty, but every movement of the classical Mangkunegaran dance also conveys various noble values that encompass cultural identity, self-identity, and philosophical meaning in human life, particularly the philosophy of life embraced by the Javanese people. Through the diplomatic efforts undertaken by the Mangkunegaran Palace, it is evident that this cultural diplomacy has a positive impact on the Indonesian nation, as the dissemination of cultural values indirectly strengthens the foundation of national identity.

By promoting Javanese culture on the global stage, Pura Mangkunegaran helps reinforce Indonesia's identity as a nation with a rich and diverse cultural heritage. In addition to strengthening Indonesia's identity, the cultural diplomacy carried out by Mangkunegaran also enhances bilateral and multilateral relations by creating a platform for intercultural dialogue that fosters peace by bridging political and ideological differences between nations. Not only does Mangkunegaran expand and introduce its culture, but it also collaborates with local communities, governments, and institutions in those countries. Through international cultural events, this serves as a tool for cultural diplomacy that can significantly influence global perceptions and promote the sharing of Indonesia's national aspirations. Therefore, the role of the Mangkunegaran court can be seen not merely as a means of cultural exchange through artistic performances but also as a means to create opportunities for individual diplomacy that transcends formal state channels.

5. Conclusions

Based on the study's results and data analysis, the researcher concludes that the Mangkunegaran Palace plays a significant role in international relations. Mangkunegaran Palace, as a non-state actor, has long been involved in various cultural preservation efforts through artistic missions that serve to strengthen cultural diplomacy between countries. This is evidenced by the cultural missions that Pura Mangkunegaran has undertaken since 1989 to the present. In this case, Pura Mangkunegaran utilizes art as the primary means of conveying the messages and cultural values of the Indonesian people. The cultural diplomacy efforts undertaken by Pura Mangkunegaran are carried out in a peaceful context. In this regard, Pura Mangkunegaran employs exhibitions as a form of diplomatic engagement. The objectives of Pura Mangkunegaran's cultural diplomacy are to strengthen bonds of friendship and foster cooperation with various institutions.

The Langenpraja International Roadshow 2022, organized by Puro Mangkunegoro, is a cultural diplomacy initiative by Mangkunegaran aimed at introducing Indonesian culture,

particularly Mangkunegaran culture, directly to a broader audience. This artistic medium is very effective because the performances by the Langenpraja kemantren through this festival are delivered very well and right on target. The festival organized by Pura Mangkunegaran received positive responses and welcomes from audiences from each country. This created a memorable cultural experience for the international community and fostered a positive image of Indonesia's culture as a national brand, with an increasing number of international communities getting to know, learn about, and appreciate the diverse cultures that exist in Indonesia. This program involved numerous stakeholders collaborating in its preparation, including the Indonesian Consulate General in Kuching, the Indonesian Consulate General in Perth, the Indonesian Embassy in Perth, the Indonesian Embassy in Bangkok, private sector actors, and the diaspora. As a result, this program indirectly created and fostered opportunities for the establishment of collaborative relationships across various sectors, including economics, education, and tourism, sustainably.

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