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# PROCEEDINGS

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# CALL FOR ABSTRACTS

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# EDUCATIONAL AND CULTURAL DIPLOMACY TO STRENGTHENING INTERNATIONAL RELATIONS

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Educational and cultural diplomacy is a part of public diplomacy activities undertaken by student college or youth. Awareness of the importance of public diplomacy, opening opportunities for students and youth to follow cross-country activities. Educational and cultural diplomacy activities, as a public diplomacy, are also assumed to contribute significantly to build a nation's or nation's reputation. In addition, issues in international relations are increasingly complex, so that every country competes to organize public diplomacy programs through various programs involving students or youth.

The form of educational and cultural exchange programs and international leadership training, actually is a form of public diplomacy. Public diplomacy is a soft diplomacy between countries that can be done by all citizens, both through government organization and non-government organization, from government to government or people to people.

Performance and the presence of student delegations are assumed to make a real contribution to their respective educational institutions and also their countries, to establish cooperative relations with other countries, or to support the existence of their countries in the international arena.

Through case studies, the results of the study in 2016, proving that students or youth as a delegation play an active role in the functioning of public diplomacy for their respective universities and also countries. The students' cultural and leadership potential presentations in international forums. The student or youth as a delegation self-presentation showed representation of their respective universities as well as a contribution in building their country's reputation.

***Keywords: public diplomacy, educational and cultural diplomacy, international relations, self-presentation, international public relations***

## **Background**

The reputation of Indonesian higher education institutions in the international sphere is still of concern, notes from [www.topuniversities.com](http://www.topuniversities.com) and the Ministry of Research, Technology and Higher Education (Kemenristekdikti) there are only 9 (nine) universities in Indonesia have an international reputation from as many as 4,504 universities available, public and private universities. Thus the contribution of higher education institutions to the effort to build a nation's reputation is still not optimal.

There is such of main indicator of reputation of an institution of higher education: the quality and quantity of scientific findings, the innovations it produces, and also whether the work or findings are copyrighted and internationally recognized or not. The lack of international scientific findings produced by higher education institutions in Indonesia is not solely due to the low productivity of scholars, but one of the causes is the weakness of their networks and international relations. This weakness leads to low cooperation in the field of research, access