

Digital Diplomacy in Crisis: Indonesia's COVID-19 Pandemic Response

Dhanang Fawaiz Akbar

Universitas Gadjah Mada, Indonesia

e-mail: dhanangfawaizakbar@mail.ugm.ac.id

ABSTRACT

The COVID-19 pandemic has fundamentally altered global diplomacy, requiring states to embrace digital media as their main instrument for international participation. This paper investigates the impact of digital diplomacy on Indonesia's handling of the Covid-19 problem. It emphasizes how the country utilized online platforms to handle international relations, distribute vital public health information, and facilitate cooperation across borders. The paper examines the effectiveness of Indonesia's digital diplomacy in addressing the problems presented by the epidemic through examining social media initiatives and international collaborations. The findings demonstrate that digital diplomacy enabled immediate information interchange and enhanced Indonesia's worldwide influence. However, it also revealed weaknesses in digital infrastructure and communication methods. This study enhances the comprehension of digital diplomacy as a crucial element of disaster response, providing valuable insights into its capabilities and constraints in addressing worldwide health emergencies.

Keywords: Digital diplomacy, Disaster Response, Covid-19, Collaboration

ABSTRAK

Pandemi COVID-19 telah mengubah diplomasi global secara mendasar, yang mengharuskan negara-negara untuk menggunakan media digital sebagai instrumen utama mereka untuk partisipasi internasional. Artikel ini menyelidiki dampak diplomasi digital terhadap penanganan masalah Covid-19 di Indonesia. Artikel ini menekankan bagaimana negara tersebut memanfaatkan platform daring untuk menangani hubungan internasional, mendistribusikan informasi kesehatan kepada masyarakat, dan memfasilitasi kerja sama lintas batas. Artikel ini mengkaji efektivitas diplomasi digital Indonesia dalam mengatasi masalah yang ditimbulkan oleh epidemi tersebut melalui pemeriksaan inisiatif media sosial dan kolaborasi internasional. Temuan penelitian menunjukkan bahwa diplomasi digital memungkinkan pertukaran informasi langsung dan meningkatkan pengaruh Indonesia di seluruh dunia. Namun, hal itu juga mengungkapkan kelemahan dalam infrastruktur digital dan metode komunikasi. Studi ini meningkatkan pemahaman diplomasi digital sebagai elemen penting dari respons bencana, memberikan wawasan tentang kemampuan dan kendalanya dalam menangani keadaan darurat kesehatan di seluruh dunia.

Kata Kunci: Diplomasi Digital, Respon Bencana, Covid-19, Kolaborasi

Introduction

Digital diplomacy refers to diplomatic activities conducted via digital media or the Internet. This medium is used by several nations as a particular strategy to attain their national objectives. This strategy is influenced by the change of communication patterns in society, transitioning from face-to-face interactions to the utilization of internet communication medium, thereby affecting international communication dynamics. Digital diplomacy is effective as it serves as a mechanism for spreading information and garnering the attention of the worldwide international community, bypassing traditional diplomatic channels between nations.

In the article "International Relations and Information Technology," Mansbach contended that the internet and other technical advancements had altered the dynamics of state sovereignty and indirectly diminished the conventional role of the state. His contribution to redefining 'politics' and developing innovative political techniques is highly noteworthy. He asserts that the advancement of information technology has transformed the notion of territory into a post-territorial framework, wherein national boundaries are no longer exclusively defined by physical demarcations (Mansbach, 2003).

Hanson asserts that e-diplomacy refers to diplomacy executed directly via social media platforms. The network established via social media facilitates the transmission of information across the internet (Hanson 2012). Social media enables nations to engage directly with the populace and spread information rapidly. Information can proliferate when the public re-uploads the content. The influence will be amplified when the public re-uploads and offers favorable comments, as this will enhance public trust in the content.

Indonesia effectively uses digital media as a tool of diplomacy. Indonesia's focus on digital implementation is evidenced by Minister of Foreign Affairs Decree No. 84/B/RO/I/2017/01 of 2017, which pertains to modifications in the strategic framework and primary performance metrics of the Indonesian Ministry of Foreign Affairs. This decision indicates that the Indonesian Minister of Foreign Affairs intends to strategically employ digital media to advance Indonesia's interests. Indonesia employs this media as a public diplomacy mechanism to disseminate values and foster understanding among domestic and international people (Kemlu, 2020).

Following the formulation of the revised strategic map, Indonesia's digital diplomacy initiatives commenced. One method is the engagement of Indonesian state representatives on social media. Indonesia has actively utilized social media, particularly through the official account of the Ministry of Foreign Affairs (MoFA Indonesia), the embassies of other countries, and its diplomats. The Ministry of Foreign Affairs of the Republic of Indonesia significantly engages in digital diplomacy via its official Twitter account @KemluRI (Kurniawati, 2020). Communication through social media facilitates rapid outreach to the global world. Additionally, Indonesia actively disseminates information via websites. Application for secure travel It constitutes a sort of digital diplomacy that facilitates international travel for Indonesian residents and vice versa.

Digital diplomacy serves as a crucial instrument for advancing a nation's interests, primarily focused on the collection, analysis, and dissemination of information regarding the host country. In the digital technology era, state actors utilize it to advance foreign policies, enhance national image, and address emerging international issues. Digital diplomacy encompasses reciprocal communication among governments and between

governments and foreign publics. Both state and non-state actors can leverage digital diplomacy tools to enhance the management of international relations (Saudi, 2021).

The Covid-19 pandemic has accelerated the adoption of digital technology in diplomatic practices. Digital diplomacy serves as the primary function for diplomats in fostering collaboration to address the effects of the pandemic. The pandemic has impeded face-to-face meetings; however, digital diplomacy extends beyond social media, employing virtual applications as a crucial means for policymakers to attain their objectives. The Indonesian Ministry of Foreign Affairs has emphasized diplomatic efforts amid the Covid-19 pandemic. Indonesia has employed both bilateral and multilateral strategies to pursue its national interests through cooperation with various countries and international organizations. The meetings occurred virtually, with Foreign Minister Retno engaging via international communication through digital technology (Anshori, 2020).

Indonesia can sustain relations with international partners and ensure the realization of national interests through digital diplomacy. Digital technology facilitates Indonesia's engagement in international forums, collaboration with other nations, and access to information, enabling the rapid and effective sharing of knowledge regarding pandemic management. Digital diplomacy offers the adaptability required to address travel and in-person meeting limitations imposed by the pandemic. Virtual applications enable diplomats to participate in significant discussions and negotiations, as well as perform other diplomatic activities, without the necessity of physical co-location. Digital technology's application in diplomacy throughout the Covid-19 pandemic has demonstrated its significance as a crucial instrument for attaining diplomatic objectives and national interests. Digital diplomacy serves as an effective mechanism for sustaining international cooperation and enhancing coordination to address the challenges encountered by nations during this global crisis.

Indonesia's digital diplomacy during Covid-19 can be examined through two complementary concepts: digital diplomacy and national interests. Holmes elucidated that digital diplomacy comprises three primary components. Initially, explain the strategies actors employ to cultivate ties with the worldwide community to communicate specific messages. Secondly, digital diplomacy constitutes the capacity to access information as a diplomatic asset in its own right. This pertains to the capacity of the actor, in this case, the state, to handle information through an efficient organizational framework. Third, digital diplomacy pertains to data analysis concerning an international issue. An actor must be able to assess the dynamics of global concerns and public sentiment through the internet (Bjola and Holmes, 2015).

The Covid-19 outbreak has created widespread concern in every nation. Each nation prioritises its national interests in navigating this pandemic. Despite the lockdown restricting numerous avenues for collaboration, every nation recognises the necessity of uniting efforts to swiftly navigate the Covid epidemic. The attainment of national objectives via collaboration can be elucidated through the framework of neoliberal institutionalism. Neoliberal-Institutionalism shares similarities with neorealism in acknowledging the presence of chaos inside the international system. Nonetheless, each possess distinct perspectives regarding this anarchy. Neorealists prioritise security resilience, whilst neoliberals focus on environmental concerns and economic stability (Dugis, 2018).

National Interest is a broad and enduring long-term objective that compels states and governments to formulate plans that advance their nation's interests. The Covid-19

pandemic presents an opportunity for nations to collaborate in pursuit of their national objectives, facilitating a swift resolution to this crisis. Indonesia can utilise digital technology to gather information, engage in negotiations, deliver responses, and execute diplomatic activities efficiently (Burchill, 2005). Digital diplomacy enables Indonesia to maintain participation in international collaboration despite travel and physical meeting restrictions imposed by the pandemic. Through the utilisation of virtual apps and platforms, Indonesia can conduct bilateral and multilateral meetings, engage in international conferences, and interact effectively with both state and non-state entities. Indonesia's digital diplomacy plan serves as a crucial instrument for achieving its national interests by ensuring ongoing access and involvement in the dynamic international political landscape.

Digital diplomacy is increasingly being integrated into Indonesia's diplomatic strategy. In addition to serving as an innovative communication medium, digital diplomacy can significantly enhance Indonesian diplomatic efforts to fulfil national interests. As a nation impacted by COVID-19, Indonesia must navigate the pandemic's challenges by fostering collaboration with other countries. The paper examines the effectiveness of Indonesia's digital diplomacy in addressing the problems presented by the epidemic through examining social media initiatives and international collaborations.

Methods

The author uses a qualitative descriptive method in the present paper. This method seeks to provide a comprehensive description and understanding of a phenomenon, event, or process through the collection and analysis of qualitative data. The qualitative data collected was subsequently analysed in detail through a descriptive methodology. Analysis involved the identification of emerging themes, data comparison, and a detailed, objective description of findings. This analysis answers research questions and enhances understanding of the studied phenomenon. This research utilizes library research and primary data collection as its data collection methods. The study of literature involves the collection of data from various sources, including books, journals, and online resources. The data collection for this study is confined to Indonesian digital diplomacy events occurring between 2019 and 2021 (Sugiyono, 2017).

Result and Discussion

The Indonesian Ministry of Foreign Affairs attempts to implement foreign policy and diplomacy focused on national interests while addressing diverse problems and opportunities in the global and regional landscape. These initiatives are undertaken to guarantee the attainment of Indonesia's national interests and to safeguard them effectively. Indonesia's foreign policy and diplomatic initiatives encompass global collaboration and alliances with other nations, international organisations, and non-state entities, including civil society organisations and the commercial sector. Indonesia regularly engages in regional and international forums, including ASEAN, the UN, and the G20, to advocate for national interests and contribute to addressing global issues (Madu, 2018).

The implementation of policies pertaining to Indonesian digital diplomacy from 2020 to 2024 will undergo modifications to align with national and global circumstances. According to Gideon Rose, as a state actor, the government must consider domestic impediments when formulating international policy (Hadiwinata, 2017). This modification constitutes a strategy for political survival within a nation to attain its national interests. The Covid-19 epidemic is the primary catalyst for alterations in

Indonesia's diplomatic strategy concerning digital diplomacy. This epidemic has compelled nations, particularly Indonesia, to adjust to substantial alterations in global circumstances.

Elements affecting the evolution of Indonesia's international policy regarding the adoption of digital diplomacy include: The travel restrictions enacted by numerous nations because to the Covid-19 pandemic have impeded Indonesia's capacity to engage in conventional diplomacy that relies on in-person meetings and international travels. To sustain bilateral and multilateral connections, Indonesia was compelled to embrace digital diplomacy to preserve communication and collaboration with other nations.

The advancements in digital technology have provided Indonesian diplomats with the possibility to maintain connections and engage online with their international counterparts. Video conference meetings, online negotiations, and social media have emerged as the primary modalities for conducting diplomacy during the pandemic. This enables Indonesia to participate in international discourse and enhance connections with other nations. Amid the pandemic, health diplomacy has emerged as a primary priority for Indonesia. Indonesia can utilise digital diplomacy to disseminate experiences, information, and knowledge regarding Covid-19 management to other nations. Virtual meetings within the health sector, engagement in international forums addressing health concerns, and collaboration in vaccine development and virus containment have become integral components of Indonesia's digital diplomacy agenda (Bjola, 2022).

Indonesia's digital diplomacy policy persists during this decade, furthering the previously established strategic framework. There were no noteworthy changes regarding the division of duties and job indicators. Nonetheless, alterations and advancements transpire in the emphasis of the concerns encountered. The Ministry of Foreign Affairs prioritises the establishment of economic and health collaboration to mitigate the effects of the pandemic and its aftermath. The COVID-19 pandemic has profoundly affected the national economy. In the first quarter of 2020, Indonesia's economic growth declined by -2.07% and is anticipated to be under strain throughout the epidemic. The social and mobility limitations enacted in Indonesia and globally to mitigate the virus's spread have led to a significant decline in economic activity and impeded the flow of goods and services (Pratiwi, 2022).

Indonesia must proactively implement suitable measures in light of the post-COVID-19 economic repercussions. Enhancing international cooperation, global solidarity, and collaboration is crucial. Concrete measures are essential for addressing COVID-19 and facilitating economic recovery. This entails collaborative efforts with other nations to address the pandemic and rejuvenate the economy. Collaborative initiatives and global cooperation will assist Indonesia in addressing the economic problems posed by the pandemic. Global cooperation will significantly contribute to a more rapid and lasting economic recovery. Addressing this problem requires tangible measures, including collaboration in vaccine distribution, the exchange of information and experiences in managing COVID-19, and mutually beneficial economic incentives among nations, which may effectively restore the Indonesian economy (Sidik, 2021).

Indonesia's Digital Diplomacy Cooperation During Covid-19

Digital diplomacy is seen crucial for Indonesia to address the issues impacting its citizens. The Indonesian Ministry of Foreign Affairs prioritises this form of diplomacy. The Ministry employs digital monitors to oversee Indonesian migrant labourers in other nations. Indonesian Minister of Foreign Affairs Retno L.P. Marsudi articulated four

advantages of digital diplomacy. Initially, digital diplomacy can be employed to disseminate messages of peace. Secondly, it serves as a tool to enhance economic collaborations. Third, it serves as a mechanism for safeguarding citizens. Ultimately, it serves as a tool for promoting development (Samad, 2023).

The epidemic has transformed the business paradigm. This pandemic compels us to accelerate digital transformation across nearly all sectors. The essential factor for recuperating from the economic decline induced by this epidemic is adaptation and innovation. Diplomacy during the epidemic should focus on more than merely identifying and exploiting possibilities to achieve tangible economic benefits for the populace. Indonesia's recognition of the necessity for digital diplomacy in addressing Globalisation 4.0 is evidenced by various tangible steps undertaken. During Indonesia's hosting of the 2019 Regional Conference on Digital Diplomacy (RCDD), several significant points were established, subsequently called the "Jakarta Message". Included are collaboration agreements and action plans, including the government, corporate sector, and other stakeholders, to enhance the use of digital technology in diplomacy (Yasmin, 2019).

The epidemic has altered the behaviours of numerous individuals, particularly regarding commercial interactions. Business professionals must compel themselves to adapt to digital transactions, eliminating the necessity for real meetings to ensure the continuity of their operations. In August 2020, the United States International Development Agency for Inclusive Growth via Innovation, Trade, and E-Commerce released a Fact Sheet. The survey indicates that the digital economy of ASEAN nations has tripled and accounts for 7 percent of ASEAN's gross domestic product (GDP), which totals US\$ 2.8 trillion. Services seeing substantial growth, including e-commerce, inter-services, and online payments, are witnessing large increases. Despite the economic downturn caused by the epidemic, this tendency exemplifies society's reaction to the crisis, warranting the attention of policymakers. This development creates potential for ASEAN collaboration and investment with partner nations (Triwahyuni, 2022).

Indonesia possesses a diverse array of high-quality export items that require support to further market expansion. Diplomatic support is designated not solely for large corporate products, but also for those from the Micro, Small, and Medium Enterprises (MSME) sector. Initiatives to assist diverse stakeholders or business entities are implemented through innovative methods, including online business matching between regional entrepreneurs and potential foreign buyers, virtual exhibitions, collaboration in utilising e-marketplace applications, and connecting national startups with regional venture capitalists. It is highly suggested that Indonesian representatives throughout the Asia Pacific and Africa undertake initiatives to promote business. One method involves the creation of digital platforms such as IDNStore (PRC), Jaipong (Japan), Inquire.id (Malaysia), Indonesiastore.sg (Singapore), and Tradeinamasr.com (Egypt). Indonesian representatives in Seoul also facilitated the advancement of the creative sector, including the promotion of Batik (Ditjen Kerjasama ASEAN, 2021).

Indonesian Digital Diplomacy in the UN Security Council

Indonesia served as a non-permanent member of the UN Security Council from 1 January 2019 to 31 December 2020. Indonesia bears the obligation of representing the interests of Southeast Asian nations and advocating for its own position and foreign policy. Indonesia engages in dialogues and negotiations about critical matters such as conflict resolution, peacekeeping, disarmament, crimes against humanity, and other pertinent global security concerns. Indonesia aims to promote prosperity, peace, and social justice within the framework of the UNSC. Despite the ongoing Covid-19 pandemic

during this membership era, Indonesia has successfully adapted its communication and information technology to fulfil its national interests (Anshori, 2020).

Indonesia employs its digital diplomacy strategy to further its national interests at the United Nations Security Council. The Permanent Mission of the Republic of Indonesia to the United Nations in New York initiated measures to mitigate COVID-19-related concerns. This action was implemented in alignment with UN recommendations acknowledging COVID-19 as a worldwide epidemic, which has profoundly affected all individuals. UN Secretary-General Antonio Guterres has urged all countries to engage in efforts to combat this pandemic. In accordance with these guidelines, PTRI for the PBB in New York has implemented risk mitigation measures. The PTRI for the UN in New York announced through digital media that all staff would telecommute, with the exception of essential individuals. Nonetheless, they assure that all required tasks will be managed efficiently. These measures were implemented as a demonstration of PTRI Indonesia's obligation and dedication to safeguarding the health and safety of its personnel while contributing to worldwide initiatives addressing the COVID-19 situation (Indonesiaunny, 2020).

Since the global COVID-19 pandemic, safeguarding Indonesian citizens (WNI) in the United States has emerged as a paramount concern for the Permanent Mission of the Republic of Indonesia (PTRI) to the United Nations in New York. On March 18, 2020, all Indonesian representatives in the United States collaborated to address and mitigate the effects of COVID-19's spread throughout the country. The safeguarding of Indonesian residents overseas during this epidemic is executed through multiple initiatives, including the utilization of Indonesian diplomatic hotlines and a digital application named "safe-travel" (Indonesiaunny, 2020).

This application delivers essential notifications and information required by Indonesian citizens while overseas. This application enables Indonesian individuals to receive the most recent information regarding COVID-19 developments, government rules pertaining to travel and health, and necessary preventive measures. The Permanent Mission to the United Nations in New York seeks to offer support and assistance to Indonesian people in the United States during the COVID-19 outbreak through the hotline and the "safe-travel" application. The safeguarding of Indonesian nationals is important to guarantee their health, safety, and welfare during this unusual circumstance (Kemlu RI, 2020).

The United Nations Development Program conducted a virtual meeting to deliberate on the response to the COVID-19 pandemic in the Asia and Pacific area. In the meeting, Ambassador Mohammad Koba, Deputy Permanent Representative of Indonesia to the UN, conveyed his gratitude to UNDP for their initiatives addressing the pandemic. Indonesia underscored the significance of strategic planning and financial support in aiding UN member states to address the difficulties posed by COVID-19. This demonstrates Indonesia's dedication to participating in collective efforts to combat the pandemic (Indonesiaunny, 2020). Additionally, the workshop addressed initiatives to recuperate from the effects of the worldwide pandemic through digital education and health technologies in the Asia and Pacific region. This recovery will incorporate elements of climate change and environmental considerations to facilitate operations during and post-pandemic. The meeting underscored the significance of regional and worldwide collaboration in addressing the COVID-19 epidemic. It is anticipated that sustained recovery can be attained by innovation and a comprehensive strategy, positively influencing communities across the Asia and Pacific region.

Indonesia has demonstrated an understanding of the significance of adopting Information and Communication Technology in diplomatic endeavours. Digital transformation in diplomacy is essential for Indonesia to maintain relevance and avoid being surpassed by other nations. In the realm of digital diplomacy, Indonesia has recognized four primary advantages derived from the utilization of digital technology (Moenardy and Chandra, 2021). Initially, digital diplomacy can be employed to disseminate messages of peace. Indonesia can utilise internet channels to convey the principles of peace and foster conversation among nations to attain global stability. Secondly, digital diplomacy serves as a mechanism to enhance economic collaboration. Indonesia can enhance connectivity and promote economic collaboration with other nations using digital technologies. This creates fresh prospects for economic expansion and reciprocal trade advantages.

Thirdly, digital diplomacy is crucial in safeguarding citizens. Through the implementation of digital technology, Indonesia can deliver enhanced services and safeguards to its citizens (WNI) overseas. This entails utilising hotlines, digital applications, and various venues to furnish information and support to Indonesian individuals. Finally, digital diplomacy serves as an instrument for promoting development. By leveraging digital technology, Indonesia can get the knowledge and resources essential for national development initiatives. Digital diplomacy enables Indonesia to engage with other nations in technology, innovation, and knowledge transfer. During the COVID-19 epidemic, Indonesia's digital diplomacy at the UN illustrates the application of digital technology to enhance services and safeguard its population, while addressing numerous issues in international relations. Indonesia has used advancements in digital technology through this program to address contemporary demands and safeguard national interests amid increasingly intricate relationships abroad.

Digital Diplomacy as a Disaster Response to the Covid-19 pandemic

The Covid-19 epidemic presents a challenge for every nation to collaborate immediately. Access to accommodation is restricted, as international collaboration is essential for recovery from this pandemic. The demand for healthcare services, including vaccinations, cannot be satisfied on an individual basis. Hanson thinks that digital diplomacy serves as a viable alternative for nations to respond effectively to crises. Digital diplomacy serves as a technology conduit for responding to disaster scenarios. Indonesia is among the nations that can leverage digital diplomacy during the Covid-19 pandemic. This is evidenced by the proactive engagement of policymakers in addressing this pandemic.

The Covid-19 epidemic has accelerated the use of digital platforms due to advancements in technology and communication media during the Fourth Industrial Revolution. This also impacts diplomacy since in-person meetings have been replaced by virtual gatherings to mitigate the transmission of the Covid-19 virus. Throughout the epidemic, the Indonesian Minister of Foreign Affairs has employed numerous methods, including telephone, social media, and virtual applications, to conduct diplomatic tasks. These tools facilitate the establishment of cooperative connections with partner nations, non-governmental organizations (NGOs), intergovernmental organizations (IGOs), and other entities to mitigate the effects of Covid-19 and implement recovery effort (Nabilla, 2021).

The Ministry of Foreign Affairs implemented three strategic adjustments (Fathiyah, 2020). Primarily, they prioritise the safeguarding of Indonesian citizens (WNI) both

domestically and internationally. Secondly, they aid the government in managing Covid-19 through diplomatic efforts to secure essential equipment, medications, and vaccines. Third, they endorse the government's initiatives to address the social and economic repercussions of this pandemic. The Indonesian government has pursued a short-term vaccination strategy by collaborating with other nations to secure prompt, safe, and cost-effective vaccine access. Concurrently, a sustainable vaccine strategy is being implemented to enhance national health resilience, enabling Indonesia to independently develop vaccines without reliance on other nations. Indonesian diplomacy must establish a cooperative network via bilateral and multilateral avenues to sustain equilibrium between health and economic recovery.

International collaboration had to transition to a virtual format to serve the needs of each nation. Indonesia's diplomatic efforts during the pandemic have prominently featured numerous virtual meetings with both state and non-state entities. One of the actions involves Minister Retno's participation in the "ASEAN-US Special Foreign Ministers Meeting on Covid-19," conducted virtually on April 23, 2020. The meeting was attended by the Foreign Ministers of ASEAN and the United States. The summit represents a mechanism for international collaboration between ASEAN and the United States in addressing Covid-19 and facilitating economic recovery. Foreign Minister Retno underscored the significance of collaboration within the health system and urged ASEAN and the US to set aside their divergences and concentrate on initiatives to address the pandemic (Fathiyah, 2020).

The virtual conference afforded Foreign Minister Retno the opportunity to further Indonesia's national interests by negotiating with the US for short-term collaboration in the provision of medical equipment, pharmaceuticals, and vaccine development. The Minister of Foreign Affairs emphasised the significance of vaccine accessibility for developing or low-income nations, enabling them to acquire vaccines at reasonable prices. The cooperation proposal presented at the meeting was well received, resulting in the American Secretary of State endorsing the collaboration and pledging support to ASEAN for addressing Covid-19 and facilitating economic recovery. This indicates a favourable response and comprehension among these nations in addressing the challenges posed by the epidemic and revitalising economic conditions (Harizqi, 2022).

Indonesia is a member of the COVAX-AMC EG (COVID-19 Vaccines Global Access Advance Market Commitment Engagement Group) forum. This forum includes donor nations, developing nations, and underdeveloped nations to solicit funding for the acquisition of COVID-19 vaccines and guarantee equitable access to vaccines. COVAX-AMC EG represents an international initiative for the supply and distribution of vaccines to 92 low- and middle-income countries. Retno Marsudi, the Minister of Foreign Affairs of the Republic of Indonesia and Co-Chair of COVAX-AMC EG, has conducted multiple virtual meetings for COVAX-AMC EG. She guaranteed that vaccine delivery was executed promptly, concurrently, gratuitously, securely, and efficiently. Minister Retno's responsibilities in COVAX-AMC EG encompass supervising dialogues regarding strategies, policies, and the efficacy of the COVAX Facility. She is dedicated to ensuring transparency in collaboration within the Engagement Group. She also underscored that the efficacy of multilateral vaccinations can be realized through robust international collaboration (Kemlu RI, 2021).

In June 2021, Indonesia received 1,504,800 doses of the AstraZeneca vaccine at no cost under the multilateral COVAX Facility. This alleviates Indonesia's economic strain in acquiring vaccines. COVAX has effectively utilized digital diplomacy to orchestrate the distribution of millions of vaccination doses to 92 nations via virtual meetings. In this

sense, the Minister of Foreign Affairs of the Republic of Indonesia plays a crucial role in COVAX-AMC EG by providing equal access to vaccinations for low- and middle-income nations. Digital diplomacy facilitates the realization of multinational coordination and cooperation, enabling the efficient and effective distribution of vaccines (Kemlu RI, 2022).

Foreign Minister Retno remarked that technology could serve as a solution for managing Covid-19; nonetheless, solidarity and political commitment are essential. This letter extends an offer from the Minister of Foreign Affairs to the international community to optimise digital technology during the epidemic and assist the government in combating Covid-19. The Minister of Foreign Affairs acknowledged that during the Covid-19 pandemic, digital technology has become an integral aspect of human existence. Consequently, he anticipates that the global community would engage in executing digital diplomacy to collectively confront this pandemic. This message underscores the significance of collaboration and active engagement from all stakeholders in employing digital technology for communication, coordination, and information sharing during the Covid-19 pandemic. The Minister of Foreign Affairs urged the global community to unite and collaborate in addressing this worldwide challenge, expressing optimism that solidarity and robust political commitment will yield successful measures in combating this pandemic (Agustin, 2022).

Conclusion

In the concluding section of this study, the researcher emphasises the significance of digital diplomacy tactics in fulfilling national goals, particularly during the Covid-19 pandemic. This paper examines the efficiency of digital diplomacy tactics in achieving national goals during the Covid-19 pandemic within the context of international relations. Digital diplomacy has significantly contributed to the ongoing cooperation across many nations. Indonesia efficiently leverages its digital diplomacy infrastructure. In the Covid era, Indonesia effectively established collaborations with several nations and actively participated in international forums. Indonesia seeks to promote awareness of digital diplomacy among other nations through the establishment of regional cooperation.

This collaboration focusses on the objective of achieving freedom from the pandemic, particularly through facilitating access to vaccines. The efficacy of digital diplomacy is evident in its function as a catastrophe response, a domain in which Indonesia excels. This is evidenced by the proactive engagement of diplomats in fostering collaboration to attain national interests. As a poor nation and a non-dominant player in digital diplomacy, Indonesia has been unable to exert significant influence on the external public, resulting in its Covid-19 digital diplomacy policy lacking permanence. Indonesia's digital diplomacy policy prioritises methods for attaining its national interests through the establishment of collaboration with diverse nations. This presents a challenge for Indonesia to enhance its digital diplomacy approach once more. Particularly about measures for enhancing public feedback in digital diplomacy, both domestically and internationally. The researchers determined that Indonesia's actions to pursue its national interests during the Covid-19 period were effective. Concurrently, the Indonesian government may further enhance its digital diplomacy strategy, a crucial tool in diplomatic engagement.

Bibliography

- Agustin, Lusiana. 2022. "KERJASAMA UNTUK MENDAPATKAN VAKSIN DALAM PENANGANAN PANDEMI COVID-19 DI INDONESIA Lusiana Agustin 1." 10(2): 605–18.
- Anshori, Muhammad Fikry. 2020. "Diplomasi Digital Sebagai Dampak Pandemi Global Covid-19: Studi Kasus Diplomasi." *Jurnal Ilmu Hubungan Internasional* 3(2): 100–119.
- Bjola, Corneliu. 2022. "Digital Diplomacy as World Disclosure: The Case of the COVID-19 Pandemic." *Place Branding and Public Diplomacy* 18(1): 22–25. <https://doi.org/10.1057/s41254-021-00242-2>.
- Bjola, Corneliu, and Marcus Holmes. 2015. *Routledge new diplomacy studies TA - TT - Digital Diplomacy : Theory and Practice*. London SE -: Routledge.
- Burchill, Scott. 2005. *The National Interest in International Relations Theory The National Interest in International Relations Theory*.
- Ditjen Kerjasama ASEAN. 2021. "Creative & Digital Economy 19."
- Dugis, Vinsensio. 2018. *Teori Hubungan Internasional: Perspektif-Perspektif Klasik*. Jakarta: Airlangga University Press.
- Fathiyah, Wardah. 2020. "Menlu RI: ASEAN-AS Perlu Kerja Sama Untuk Hasilkan Vaksin Covid-19." *voaindonesia*. <https://www.voaindonesia.com/a/menlu-ri-asean-amerika-perlu-bekerjasama-untuk-hasilkan-vaksin-covid-19/5388637.html>.
- Hadiwinata, Bob Sugeng. 2017. *Studi Dan Teori Hubungan Internasional*. Jakarta: Yayasan Pustaka Obor Indonesia.
- Hanson, Fergus. 2012. "Baked In and Wired." *Foreign Policy at Brookings*: 1–41. <https://www.brookings.edu/wp-content/uploads/2016/06/baked-in-hansonf-5.pdf>.
- Harizqi, D. 2022. "Analisis Strategi Diplomasi Vaksin Multijalur Indonesia Dalam Upaya Mengatasi Pandemi Covid-19 2020-2021." *Jurnal Ilmu Hubungan Internasional LINO* 2: 105–20. <https://ojs.unsulbar.ac.id/index.php/lino/article/view/1614%0Ahttps://ojs.unsulbar.ac.id/index.php/lino/article/download/1614/1035>.
- indonesiaunny. 2020a. "#IniDiplomasi Indonesia Berhasil Loloskan Resolusi Majelis Umum PBB Tentang Solidaritas Global Untuk Atasi Covid19." *Permanent Mission of the Republic of Indonesia to the United Nations*. https://www.facebook.com/story.php?story_fbid=3367306499965731&id=1722596714436726.
- . 2020b. "Seluruh Perwakilan RI Di AS Kompak Terus Koordinasi Utk Tanggapi #COVID19 Dan Minimalisir Dampaknya." *Permanent Mission of the Republic of Indonesia to the United Nations*. https://www.facebook.com/story.php?story_fbid=3328319130531135&id=1722596714436726.
- Kementerian Luar Negeri Indonesia. 2020. "Rencana Strategis Kementerian Luar Negeri Indonesia Tahun 2020-2024." : 1–209. <https://kemlu.go.id/download/L3NpdGVzL3B1c2FoLoRvY3VtZW50cy9BSolQLotlbWVudGVyaWFuJTIwTHVhciUyME5lZ2VyaS9UYWWh1biUyMDIwMjAvUmVuc3RyYSUyMEtlbWVubHUIWjAyMDIwLTIwMjQucGRm>.
- Kemlu RI. 2020. "Kebijakan Tambahan Pemerintah Indonesia Terkait Perlindungan Orang Dari Dan Ke Indonesia." *Negara Melindungi*. https://kemlu.go.id/portal/id/read/1135/siaran_pers/kebijakantambahan-pemerintah-indonesiaterkait-perlintasan-orang-dari-danke-indonesia.
- . 2021. "Pimpin Pertemuan COVAX: Menlu RI Dorong Peningkatan Kapasitas Produksi Vaksin." *Ini Diplomasi*.

- <https://kemlu.go.id/portal/id/read/2484/berita/pimpin-pertemuan-covax-menlu-ri-dorong-peningkatan-kapasitas-produksi-vaksin>.
- . 2022. “Pimpin Pertemuan COVAX AMC EG Ke-8, Menlu Kembali Tekankan Upaya Mendorong Kesetaraan Vaksinasi Global.” *Ini Diplomasi*. <https://kemlu.go.id/portal/id/read/3406/berita/pimpin-pertemuan-covax-amc-eg-ke-8-menlu-kembali-tekanan-upaya-mendorong-kesetaraan-vaksinasi-global>.
- Kurniawati, Erna. 2020. “@KemluRI : Diplomasi Publik Digital?” IX(1): 83–99.
- Madu, Ludiro. 2018. “Indonesia’s Digital Diplomacy: Problems and Challenges.” *Jurnal Hubungan Internasional* 7(1).
- Mansbach, R W. 2003. “International Relations and Information Technology.” *International Relations* 2: 114–36. <http://www.eolss.net/sample-chapters/c14/e1-35-03-03.pdf>.
- Moenardy, Dwi F, and Martin Purnama Chandra. 2021. “Digital Diplomacy to Optimize Indonesian Trade on the International Stage.” *Turkish Journal of Computer and Mathematics Education* 12(8): 495–500.
- Nabilla, Natsha. 2021. “Strategi Diplomasi Ekonomi Indonesia Dalam Menjaga Stabilitas Neraca Perdagangan Di Tengah Pandemi Covid-19.” *Jurnal Sosial Politik* 7(2): 227–39.
- Pratiwi, Yenni Ratna. 2022. “Pemulihan Perekonomian Indonesia Setelah Kontraksi Akibat Pandemi Covid-19.” *Kementerian Keuangan Republik Indonesia*. <https://www.djkn.kemenkeu.go.id/kpkn-banjarmasin/baca-artikel/14769/Pemulihan-Perekonomian-Indonesia-Setelah-Kontraksi-Akibat-Pandemi-Covid-19.html>.
- Samad, M Yusuf. 2023. “Diplomasi Digital Menteri Luar Negeri RI Pada Konferensi Tingkat Tinggi Group-20 Tahun 2021.” *Journal of International Studies* 7(2): 721–40.
- Saudi, Ahmad. 2021. “ANALISIS PERAN DILOMASI DIGITAL DALAM KOMUNIKASI INTERNATIONAL.” *Commed : Jurnal Komunikasi dan Media* (Vol. 5 No. 2 (2021): Commed : Jurnal Komunikasi dan Media): 111–25. <https://ejournal.upbatam.ac.id/index.php/commed/article/view/1980/1928>.
- Sidik, Jafar M. 2021. “Dilema Diplomasi Digital.” *Antara*. <https://www.antaranews.com/berita/2556969/dilema-diplomasi-digital?page=all>.
- Sugiyono. 2017. *Metode Penelitian Kuantitatif, Kualitatif, Dan R&D*. Bandung: ALFABETA.
- Triwahyuni, Dewi. 2022. “COVID-19 GLOBAL PANDEMIC.” 1: 75–83.
- Yasmin, Nur. 2019. “Foreign Ministry Steps Up Game in Digital Diplomacy.” *Jakarta Globe*. <https://jakartaglobe.id/news/foreign-ministry-steps-up-game-in-digital-diplomacy>.