Internship Report
Asian Studies and Management, B.A.

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1. The Indonesian Department of Foreign Affairs (Deplu)

The Indonesian Department of Foreign Affairs’ headquarter is situated in Central Jakarta at Taman Pejambon Street 6, whereas the Department’s Diplomatic Institute of Education and Training can be found at Jalan Sisingamangaraja, South Jakarta. Deplu is currently headed by the Minister of Foreign Affairs Dr. N. Hassan Wirajuda who has been in charge of the department since 2002.

Since 2002, the department has undergone a continuous process of restructuration initiated by Minister Wirajuda in order to increase efficiency and effectiveness, as well as to fight corruption. The department’s structure is no longer characterised by a division into working fields (such as politics, economy, and culture), but into areas (e.g. Latin America, America-Europe, Asia-Pacific-Africa), which allows the diplomats to develop more country-specific knowledge and skills, and allocating workload among the divisions more evenly. For further information on the current structure, see annex 1.

Currently, Deplu is employing approximately 1500 diplomats, about 1000 of them are posted abroad. Yearly, some 140 diplomats get retired, whereas between 2002 and 2012 approximately 100 junior diplomats get recruited every year, passing through the new nepotism free recruitment system implemented in 2002.

2. The Directorate of Public Diplomacy

2.1 Public Diplomacy

The concept and term of Public Diplomacy was introduced by Dean Edmund A. Guillon at Fletcher School about 40 years ago: “Even beyond the organ of the Government set up to handle information about the United States and to explain our policies, what is important today is the interaction of groups, peoples, and cultures beyond national borders, influencing the way groups and peoples in other countries think about foreign affairs, react to our policies, and affect the policies of their respective governments.”

According to Guillon, Public Diplomacy “deals with influence of public attitudes on the formation and execution of foreign policies (...) encompasses dimensions of international relations beyond traditional diplomacy.” Public Diplomacy as a soft power seeks to promote a nation’s interests by enhancing understanding, informing and influencing foreign public opinion, and winning hearts and minds.

Historically, Public Diplomacy was seen as an exclusively governmental task, and it has been practised by all governments via media (e.g. supported television stations), events (e.g. Olympic Games in Germany), campaigns or relief gestures (e.g. American military helping in aftermath of Tsunami). But one must be aware that, nowadays, there are many new non-governmental players who contribute to a nation’s image, such as independent media, big multinational companies, NGO’s,

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1 I could not find the exact sources of these citations. They are taken from Powerpoint presentations held during several activities of the Directorate of Public Diplomacy.
etc. For governmental programs to be effective in this overcrowded and competitive “market for loyalty”\(^2\), governments must “appreciate and calculate the role of other official and unofficial players in the field”\(^3\).

By creating the General Directorate of Information and Public Diplomacy in 2002, the Indonesian Department of Foreign Affairs aimed at facing the changing field of Public Diplomacy more adequately.

### 2.2 History of the Directorate of Public Diplomacy

The Directorate of Public Diplomacy as a subdivision of the General Directorate of Information and Public Diplomacy was created in May 2002 as a result of the department’s restructuring. Since then, the Directorate has been headed by Yohannes Kristiarto Legowo (May 2002 – April 2004), Andri Hadi (April 2004 – Juni 2005) and Umar Hadi (December 2005 – now).

Until 2005, the Directorate of Public Diplomacy consisted of three Subdirectorates that is Politics and Security, Economy and Development, and Socioculture. In 2005, the Subdirectorate Actual Topics and Strategy was added. It is planned to change the current structure into subdirectorates by area (Global issues, America-Europe, Asia-Pacific-Africa, Indonesian Desk) in the near future.

### 2.3 Role of the Directorate of Public Diplomacy

The main task of the Directorate of Public Diplomacy is to support Indonesia’s Foreign Politics by:
- Empowering Indonesian non-state actors, especially the moderate ones
- Promoting people-to-people contact
- Disseminating information on foreign policies
- Engaging and influencing domestic and foreign publics
- Gathering inputs and suggestions on the conduct of Indonesia’s foreign policy

By fulfilling these tasks, the Directorate of Public Diplomacy aims to steer Indonesia’s Public Diplomacy into the direction of promoting a new face of Indonesia (moderate, democratic, and progressive) and establishing a diplomatic network by cooperating with various stakeholders.

Among other things, the Directorate of Public Diplomacy conducted the following activities in 2006:
- APEC Interfaith and Culture Dialogue
- Cebu Dialogue on Regional Interfaith Cooperation
- Creation of the Website www.deplujunior.org
- Diplomatic Tour/Gathering
- Film on the history of Indonesia’s Foreign Politics
- Foreign Policy Breakfast

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\(^2\) Monroe Price

\(^3\) Crocker Snow
- Global Intermedia Dialog (GIMD)
- Indonesian Art & Culture Scholarship for the member countries of ASEAN+3 and the Pacific Islands Forum (PIF)
- International Conference of Islamic Scholars (ICIS) II
- Lunch Break on Papua
- Participation in the “Islam Expo” in London
- Ramadhan Dialogue Campus-to-Campus

2.4 Head, Staff and Infrastructure

The Directorate of Public Diplomacy is currently headed by Mr. Umar Hadi. His staff consists of eleven diplomats, eleven people responsible for the administration and a changing number of student trainees. Normally, the student trainees are Indonesian students of International Relations or International Law who have to do a 1-month placement as a requirement of their studies. I was in the lucky position to be the first foreign trainee at the Indonesian Department of Foreign Affairs, thanks to Mr. Umar Hadi’s courage for innovation.

The office of the Directorate of Public Diplomacy underwent a renovation in December 2006 in order to enlarge the small office. During that period, the Directorate’s staff had to work in a very confined space, with very limited access to Internet. That rather difficult situation was handled with a creativity and ease typical of the Indonesian culture. At the end of December 2006, the work situation improved drastically, as the staff’s part of the new office had been finished and could be moved in. But limited Internet access, the non-existence of an internal network and the only small number of telephones has remained a problem.

3. Activities

My 5-month internship with the Indonesian Department of Foreign Affairs, that took place from October 2, 2006, to February 23, 2007, gave me an exceptional insight into Indonesia’s foreign affairs, especially Indonesia’s public diplomacy.

Initially, in view of my interest in intercultural topics stated in my application letter, Mr. Umar Hadi assigned me to work with Ms. Spica Tutuhatunewa, vice-head of the Subdirectorate for Socioculture and project officer for the various interfaith events (co-)organised by Deplu. During the first few weeks, I familiarised myself with the field of interfaith and intercultural dialogue by reading books and reports on Deplu’s work and achievements so far. Especially the participation in the APEC Inter Cultural and Faith Symposium in the beginning of October 2006, allowed me to plunge into this field until then little
known to me. Since 2004, the Directorate of Public Diplomacy has regularly (co-)organised international Interfaith Dialogues, bilateral and multilateral, e.g. among ASEAN, ASEM and APEC member states, and - within the context of those meetings – has helped to develop an International Centre for Interfaith and Intercultural Dialogue in Yogyakarta, Indonesia.

Due to free capacity for my part and too much work on the part of the diplomatic staff, I had been gradually involved in other projects than Spica’s, which enlarged the work area of my placement and enriched my experience significantly. This enlargement of my field of work also supported the process of fitting myself into the team of diplomats, until I felt well integrated and as an accepted member of the Directorate of Public Diplomacy. Besides the regular work that comes up in every office (internet research, paper work, etc.), I could work on several projects described below.

3.1 APEC Inter Cultural and Faith Symposium
The first week of my placement with Deplu, I could accompany Spica and Mr. Umar to Yogyakarta, where the first APEC Inter Cultural and Faith Symposium took place on October 4-6, 2006. Being new at Deplu, I had not been involved in the preparations for this event, nor was I assigned to help backstage. Therefore, I could fully profit from the highly interesting presentations and cultural visits, like any regular participant in the symposium. But at the same time, I got the opportunity to see behind “the scenes” and I was highly impressed by the whole organisation and efficiency of the documentation team.

It was interesting for me to meet with, look after and network among people from a wide range of different countries and cultures. As the a common language was English, the communication should not have caused any difficulties to me, but I felt it was rather difficult to adapt my ear to the different “Englishes”, namely Korean English, Indonesian English, American English, Mexican English, etc, especially during the Q&A sessions after the presentations. Although I could understand every word of the questions, I often was not able to understand what the speakers intended to ask or say. This showed me very clearly that intercultural communication competence means more than just speaking the same language, and should be trained in order to increase the usefulness of such dialogues.

3.2 Waitangi Regional Interfaith Dialogue 2007
At the end of May 2007, the third Regional Interfaith Dialogue will be held in Waitangi, New Zealand, with participants from over 14 countries of the region. The first Regional Interfaith Dialogue was initiated by Indonesia in 2004 and took place in Yogyakarta, Indonesia. It was followed by the second Regional Interfaith Dialogue at Cebu, Philippines, in 2006. In the run-up to the Steering Committee Meeting for the Waitangi Dialogue, Spica asked me to create an overview – in terms of topics, contents, participants from Indonesia, results, and Indonesia’s contribution - of all previous interfaith dialogues (co-)organized by Indonesia, that are:

2004 ASEAN+ Dialogue on Interfaith Cooperation Yogyakarta
In a second step, I was asked to collect ideas of how Indonesia could contribute to the coming Interfaith Dialogue in Waitangi. Although none of my ideas was considered in the proposal Indonesia was presenting at the Steering Committee Meeting in December 2006, the overview I composed in form of a matrix seemed to be of great use for the various brain-storming sessions in the run-up to the Steering Committee Meeting.

This task allowed me to become familiar with the topic and concept of Interfaith Dialogue as a tool of Indonesia’s public diplomacy. Further, it prepared me for the task described in the next section.

3.3 Speech for the Foreign Minister

A few weeks after I started my placement with the Directorate of Public Diplomacy, I was informed that the International Center for Islam and Pluralism (ICIP) in cooperation with the Embassy of Finland would organise a seminar on “Challenging Stereotypes in Europe and the Islamic World: Working Together for Constructive Policies and Partnerships” on November 22-23, 2006. Initially, I was told to search the Internet for usable information on the above mentioned topic in order to support Charles, one of the diplomats at the Directorate, who had to write the Foreign Minister’s speech for the opening ceremony of this seminar. After I had collected, read and summarised the requested material on stereotypes between Europe and the Islamic world, Charles told me to write a first draft of the Foreign Minister’s speech, because he was very busy and grateful for support. Finally, because of Charles still being busy with other things, I went on writing and revising the speech, until it was presented to the Foreign Minister. A more detailed report on the speech-writing-process and its final result can be found on my blog [http://indonesiatoday.wordpress.com](http://indonesiatoday.wordpress.com) in the article “Becoming a Speechwriter?”.

3.4 Workshop on Public Diplomacy

The Directorate of Public Diplomacy organised a national workshop on public diplomacy with the aim to draw up a strategy plan for 2007 – 2009 in cooperation with Indonesia’s main actors in the field of public diplomacy. The workshop held in Bandung on December 6 – 7, 2006, was attended by more than 130 participants from Deplu and the fields of religion, culture and arts, the media, education, as well as business.
I was only marginally involved in the preparations for the event e.g. by helping prepare the invitations for dispatch or by contacting the invited persons for confirmation. During the event itself, I was fully involved: On the first day, I was part of the documentation team, had to take notes during the presentations and help writing the summary of the presentations, discussion points and recommendations. On the second day, I was busy with seeing to the needs of our foreign guests and speakers, namely the fiancée of Crocker Snow from Fletcher School, USA, and Prof. Nabil Ayad from the Westminster University, London. This task gave me an interesting insight into the work of the Directorate of Protocol.

3.5 Deplu-Website for Kids

The transition from year 2006 to 2007 was a rather hectic period for the Directorate of Public Diplomacy as part of the staff was busy creating a new Deplu-website for kids. The idea of developing a website for kids had emerged several months ago, but had not become a real issue until the middle of December 2006, when it was given the deadline of January 6, 2007. It was amazing to see how the project changed from an idea, to a chaos, to a website without content to an attractive and educative website for kids in such a short time. My contribution to the creation of www.deplujunior.org were 100 multiple-choice questions on Indonesia’s diplomacy and international relations for a quiz (see “kuis”). Unfortunately, the website’s content has not been changed or updated since its launching. There is a clear lack of capacity among the responsible diplomats for maintaining the website.

3.6 Newsletter “Indonesia Chronicle”

Mr. Umar started the year 2007 with the fresh idea to provide the Jakarta-based embassies with first hand information on Indonesia’s diplomacy and foreign policy by publishing a monthly newsletter called “Indonesia Chronicle”. The 4-page newsletter was launched on January 25, 2007, during a Diplomatic Gathering organised by the Directorate of Public Diplomacy.
As I spent several days working on this newsletter, I was very happy to see that my name appeared in the editorial. My main task during the process of publishing “Indonesia Chronicle” was to write a summary of the Foreign Minister’s annual statement on Indonesia’s Foreign Policy, to translate existing articles on national matters, and to edit the content several times. These are the articles I wrote or translated (see Annex 2):

- Reflection on 2006 and Outlook on to 2007, p. 1
- “Who’s Who”-Interview with Mr. Umar, p. 2
- The Economy Should Not Burden Coming Generations, p. 3
- Trade Minister Survey “Marketing Point” in Skow, p. 3
- Indonesia and Syria Increase Bilateral Cooperation, p. 3
- 40% of the Defence Budget Allocated to Industry of Non-Arms Military Products, p.3

For the second edition in February, I was asked to edit rather than translate, as the articles were translated by some other student trainees. I found it difficult to translate from Indonesian into English and often had to ask for help when I did not understand the nuances of a sentence. The task of translating articles on politics and economy made clear that my Indonesian skills are still in their infancy. I was absolutely amazed to see my colleagues’ rich knowledge of English vocabulary.

In my opinion, the newsletter could easily be improved by more carefully choosing its content and by employing a professional, English-native-speaker editor who could correct the 4-page newsletter better than any of the diplomats or student trainees.

3.7 Blog “Indonesia today”

During our trip to Yogyakarta at the beginning of October 2006, Mr. Umar encouraged me to open a blog in order to publish thoughts and ideas that arose during our numerous discussions about hot topics of Indonesia today. During the 19 weeks of my placement, I posted 9 articles on the following topics:

- Education System as a Means for Integration: Indonesia’s Pesantren
- Interfaith Workshop on Disaster
- Indonesia’s Pluralistic Islam
- Becoming a Speechwriter?
- Management by Chaos
- Becoming a Journalist?
- Asian Net Chaos
- Indonesia’s Education System
- Time to Say Good Bye

It was very interesting and challenging to discuss the above mentioned topics with Mr. Umar and to write the articles in English. The benefits from this task were numerous: Firstly, I got access to first hand information and non-conventional views on Indonesia related topics I was interested in. Sometimes, it was Mr. Umar who suggested me to write on a certain topics, and sometimes it was me
who asked for information on a topic I wanted to write on. Further, by writing those articles, I could practise my English writing skills. It took me more than a day to write and revise the first article, but with time I became more fluent – not necessarily better though - in writing in English. And finally, this task filled in the time when I had nothing else to do.

The blog is accessible at http://indonesiatoday.wordpress.com.

3.8 Bachelor Thesis
Towards the end of November 2006, during one of my numerous discussions with Mr. Umar, I told him about this idea of mine to develop an intercultural training for Indonesia's Junior diplomats as a project for my bachelor thesis. Mr. Umar liked the idea and immediately contacted his friend Mr. Djumala who recently was appointed Director of the Centre for Education and Training of the Department of Foreign Affairs of the Republic of Indonesia (CET), and arranged a meeting with him. When presenting my ideas to Mr. Djumala, he already had decided that such a training was needed and told me to develop a training on intercultural communication and multiculturalism for his diplomats at Junior-, Mid-Career-, and Senior-level. As this was too big a project for me to handle, I contacted Mr. Franklin, Mr. Weber, Ms. Stelling and Ms. Schwegler asking whether such a project was of interest to the Konstanz University of Applied Sciences, and finally assisted Mr. Franklin in developing a first draft of an intercultural training programme for Indonesian diplomats. I presented the draft to Mr. Djumala on behalf of the Konstanz University, negotiated over form, financing and content of the training, acted as an intermediary between Deplu and the University, and wrote the official proposal that was presented to the Foreign Minister (see Annex 3). The whole process of developing this project was highly demanding and challenged me a great deal. Fortunately, every time I felt overstrained with the handling of the project, I was given moral or/and practical support from Mr. Umar, Mr. Franklin or other people involved. All in all, I got much benefit from this project, both in terms of negotiation experience and deeper knowledge of Deplu.

At the suggestion of Mr. Franklin, the topic for my bachelor thesis was changed from “Development of Intercultural Training for Indonesian Diplomats” into “Needs Analysis as Part of the Project Multiculturalism and Intercultural Competence Development for Indonesian Diplomats”. The thesis obviously deals with the carrying out of a needs analysis as a tool for the decision-making whether Indonesian diplomats need to be trained in intercultural communication and multiculturalism. Further, my bachelor thesis aims to provide information on the appropriate content of an intercultural training for Indonesian diplomats suitable for each level of training.

The last four weeks of my internship at Deplu served as preparation for my bachelor thesis, and I mainly conducted the following activities: Searching the web and libraries for information on the methodology of conducting a needs analysis, developing a draft, interviewing a few people, and collecting contact data for survey.
4. Remarks and Personal Impression

I am very grateful to Foreign Minister Dr. N. Hassan Wirajuda, Director Umar Hadi, the whole staff of the Directorate of Public Diplomacy, and Diplomat Harry Kandou, for the challenging and highly interesting work-experience I was given by the Indonesian Department of Foreign Affairs. During the last five months of my internship, I met many interesting personalities, got the chance to attend several informative events, and gained a rare insight into Indonesia’s diplomacy and the art of networking. It is mostly due to Mr. Umar and his staff that I profited a great deal from my placement with Deplu, always finding ready listener and patient helpers in them when approaching them with my numerous questions and ideas.

I could mainly learn/develop/improve the following skills during my 5-month placement with Deplu:
- English skills, written and oral
- Indonesian skills, oral and comprehensive
- Knowledge of a diplomat’s profession
- Knowledge of interfaith dialogues
- Insight into the structure of Deplu and its communication channels
- Insight into the Indonesian diplomats’ way of working
- Networking and social skills
- Project management
- Translation Indonesian – English/Indonesian – German

Before starting the placement, I had doubts whether I would be able to cope with the Indonesian work culture, being used to the rather different Swiss way of working. It turned out that I survived the experience without further damage, far from it. Although I worked at the Directorate of Public Diplomacy, I was not fully involved into all of the Directorate’s activities, but was often busy with other tasks. On the one hand, this gave me a soft introduction into the Indonesian working life, as I often was rather observing than participating in the Indonesian work culture. On the other hand, most of the time I was forced to occupy myself, to look for a new project, or to take the initiative in asking for a task I could work on, especially during the low season of Ramadhan and between Christmas and New Year.

The few difficulties I experienced during my time with Deplu mainly had to do with two factors: Firstly, I often was not given any work to do, which forced me to take the initiative, to ask for a task, or to look for a new project that would keep me occupied. As I prefer to be busy and – at the same time – tend to have difficulties in motivating myself, the situation in Deplu meant a real challenge to me. Secondly, being unfamiliar with the informal communication system and channels at Deplu, I often was ill-informed about what was going on at the Directorate, what important decisions were taken in passing, or what time important meetings started. Therefore, it often needed an extra effort from my side and patience from my colleagues’ side to catch up with the well-informed rest of the team.
The following events and happenings were highlights of my placement besides the activities mentioned in chapter 3:

Thanks to my placement with Deplu, I became acquainted with the Swiss diplomats based in Jakarta, and was received by the Swiss Ambassador to Jakarta, Mr. Bernardino Regazzoni, at the Embassy on December 1, 2006. My visit to the Swiss Embassy as well as my conversations and discussions with Ambassador Regazzoni and his staff were very interesting and inspiring, and allowed me to gain an insight into an Embassy’s activities and a diplomat’s profession. Further, I had the great pleasure to meet Swiss President Micheline Calmy-Rey during her visit to Jakarta in the beginning of February 2007, and to be introduced to her by Ambassador Regazzoni.

In the middle of January 2007, all of my colleagues of the Directorate of Public Diplomacy and their families were invited for a staff outing outside Jakarta. We spent a relaxed weekend together at Bogor, going to the Safari Garden, eating a lot and listening to Mr. Umar and our colleagues singing karaoke. I felt that this event, which was very different to staff outings in Switzerland, made me more part of the team, part of the big family.

In February 2007, Jakarta was severely flooded: More that 50 people died and over 300'000 people were made homeless. Deplu reacted very fast and organised help for the flooded areas in the form of 4000 meals per day during one week. The Directorate of Public Diplomacy was responsible for organisation and carrying out of the relief measures with help of the Ministry’s women association and volunteers from other units.

During the last week of my placement with Deplu, the Foreign Minister Dr. N. Hassan Wirajuda welcomed me in his office and made time for a 30-minute discussion on my experience with Deplu, my bachelor thesis and the force of dialogue. It was a great pleasure to listen to the Minister's explanations as well as rich knowledge and experience in the field of diplomacy and history.