

America sebagai diplomasi publik Amerika Serikat di Indonesia = America as united states of America s public diplomacy in Indonesia

Yayat Hendayana, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20389290&lokasi=lokal>

Abstrak

Tesis @America sebagai Diplomasi Publik Amerika Serikat di Indonesia ini membahas interpretasi pemerintah Amerika Serikat terhadap pemuda Indonesia yang dilembagakan melalui pendirian @america di Pacific Place dan media sosial. Penelitian ini adalah kualitatif dengan desain deskriptif. Hasil penelitian menunjukkan bahwa @america ditargetkan pada pemuda Indonesia karena pemuda Indonesia memiliki posisi yang penting dan strategis bagi kepentingan Amerika Serikat. Hasil penelitian juga menunjukkan bahwa program dan acara di @america masuk kategori information framework, bukan relational framework.

.....Thesis @America as the United States Public Diplomacy in Indonesia discusses the interpretation of the United States government of the Indonesian youth which was then institutionalized through the establishment of @ America in Pacific Place and social media. This investigation is a qualitative study with descriptive design. The result shows that @america is targeted at the Indonesian youth since Indonesian youth has important and strategic position in relation to American national interests. The results of the study also show that the programs and events at @america can be categorized as an information framework, not a relational framework.