



Received: 21-03-2024
Accepted: 01-05-2024

International Journal of Advanced Multidisciplinary Research and Studies

ISSN: 2583-049X

Survey Study of the Importance of Cultural Diplomacy of Indonesia in Azerbaijan

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DOI: <https://doi.org/10.62225/2583049X.2024.4.3.2777>

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Abstract

Since the existence of the Embassy of the Republic of Indonesia in Azerbaijan, Indonesia began to strengthen its relations with Azerbaijan massively through cultural diplomacy through performances as well as cultural events. Furthermore, the cultural diplomacy of Indonesia and Azerbaijan is also conducted through cultural scholarship, the study of the Indonesian language, as well as learning its dances in the embassy for Azeri students. This study aims to

describe the importance of Indonesia's cultural diplomacy in Azerbaijan by employing a descriptive quantitative research method in which the data is obtained through the primary survey conducted by the author. The study found that utilising culture in Indonesia's diplomatic practices in Azerbaijan is a paramount thing to building a strong bond and trust between countries, especially at the young age of the embassy existence in Azerbaijan.

Keywords: Azerbaijan, Cultural Diplomacy, Importance, Indonesia, Survey

Introduction

In terms of culture, as a country that has diplomatic relations with Indonesia, Indonesia's cultural diplomacy in Azerbaijan is carried out regularly through art and cultural performances in open and closed spaces initiated by the Indonesian embassy in Baku (Kemlu, 2018)^[4]. Cultural diplomacy was also carried out by sending many Azerbaijani students to Indonesia to study aspects of Indonesian culture, such as dance and language, in order to facilitate and deepen cultural introductions. Until 2022, it counted that there were 48 Azerbaijani students who got this Indonesian government scholarship. On the other side, Azerbaijan also offers instruction in Indonesian language and culture, particularly at Azerbaijan University of Languages in Baku.

Furthermore, there are also scholarships for foreign students who are brought to Indonesia to study local culture where the programme is initiated by the Indonesian minister of education and culture for three to one year with the aim of introducing Indonesian culture to foreign citizens. As for cultural diplomacy in other countries, it is carried out through cultural performances which are carried out continuously in various regions of the country, either carried out one-sidedly by Indonesian embassies abroad or through Indonesia's participation in international cultural events in that country. In this case, several countries have recently cooperated with Indonesia, marked by the opening of the embassy of the Republic of Indonesia, including Azerbaijan, which was opened in 2011 and the introduction of the Azerbaijani people to Indonesia began only then. This is the main evidence that despite the new cooperation, Azerbaijani tourists in Indonesia increased from 2020 with a total of 374 tourists to 1823 tourists in 2023 (BPS, 2023)^[2].

The practice of Indonesian cultural diplomacy abroad which is carried out regularly can eventually become a tool to strengthen diplomatic relations with other countries and even this has led to cooperation in other fields such as strengthening the economy and politics, thus opening up good opportunities for Indonesian students to obtain free education in the local country resulting from the practice of cultural diplomacy. Thus, the goal of cultural diplomacy in international relations, particularly that practised by Indonesia, is ultimately to advance other national interests such as economic advancement and the bolstering of national politics in the global arena, in addition to improving relations between nations as a means of achieving world peace. Nevertheless, cultural diplomacy carried out by Indonesia in Azerbaijan is conducted massively. Thus, this research aims to answer the importance of cultural diplomacy of Indonesia in Azerbaijan through survey research there was no identical research previously which also makes the survey method as a novelty of this research.

Research Method

This study employs descriptive quantitative research method with primary data that obtain through survey to both Indonesian and Azerbaijani to conclude the study. Reliability is a tool that measures a questionnaire and is an indicator of a variable. A questionnaire is said to be reliable if the answers to the questions are consistent or stable over time.

Table of Reliability Statistics

Table 1: Reliability Statistics for Cultural Diplomacy in Indonesia and Azerbaijan

Cronbach's Alpha	N of Items
.742	15

Source: Primary data processed using Excel

Based on the calculation results above in the table of reliability test results after the Invalid Question was aborted, it can be seen that the cultural diplomacy variable of Indonesia and Azerbaijan obtained a Cronbach's Alpha value of 0.742; this variable is included in the criteria of 0.70-0.90. This shows that the Cultural Diplomacy instruments of Indonesia and Azerbaijan have high reliability.

Result and Discussion

Culture as a Means of Indonesia Diplomacy in Azerbaijan

To strengthening the result of this research, the author conducted a survey through questionnaire which only 13 respondents are eligible to fulfil this research survey. The respondent eligibility including some points including:

1. Experience to living in Indonesia and/or Azerbaijan
2. Experience to witnessing Indonesian culture through live performance, film, book, etc.
3. Experience to interact with Indonesian people
4. Knowledge about Indonesia and Azerbaijan relationship
5. Knowledge about diplomacy and international relations.

a) Questionnaire Data

a. Respondent Identity

Characteristics of Respondents Based on Gender

S. No	Gender	Amount	Percentage
1.	Male	3	23.1%
2.	Female	10	76.9%
Total		13	100%

Source: Questionnaire data processed, 2023

Based on the table above, it can be seen that there are 13 respondents in this study consisting of men and women. There were 3 male respondents or 23% while there were 10 female respondents or 77%. This shows that majority of the

people who are currently living in Azerbaijan and have lived in Indonesia are female.

Characteristics of Respondents Based on Residency in Indonesia and/or Azerbaijan.

Reside in Indonesia	Amount	Percentage	Reside in Azerbaijan	Amount	Percentage
Ever	12	92%	Ever	12	92%
Never	1	8%	Never	1	8%
Total	13	100%	Total	13	100%

Source: Questionnaire data processed, 2023

Based on the table above, it can be seen that of the 13 respondents in this study, there are 12 people or 92% who have been or are currently residing in Indonesia and 1 person or 8% who has never resided in Indonesia. On the other hand, there are 12 people or 92% who have lived or are currently living in Azerbaijan and 1 person or 8% who has never lived in Azerbaijan. In other words, there are 11 respondents or 85% who have lived in both Indonesia and Azerbaijan, 1 person or 7.5% has never lived in Indonesia, and 1 person or 7.5% has never lived in Azerbaijan. Basically, the main category of respondent selection in this study is the residency in Indonesia or Azerbaijan or both countries at the same time with the age of 18-38 years old and with knowledge of the culture of each country so that it can be the main reference in answering the research questions in this study.

b. Respondent's Response

The questions of the survey are based on three parameters including:

1. The attractiveness of a country's culture: Attracting people is the foundation of soft power. People are more inclined to find a nation's culture appealing if they observe it as lively, inclusive, and varied.
2. The credibility of a country's values: The credibility of a nation's ideals forms the foundation of soft power as well. The effectiveness of a nation's cultural diplomacy endeavours is contingent upon the perception of its ideals as both universal and aspirational.
3. The effectiveness of a country's cultural diplomacy programs: Another factor influencing soft power is how well a nation executes its cultural diplomacy initiatives. These programs ought to be well-funded, well-designed, and suited to the particular audiences they are intended for.

Respondents' Responses on Cultural Cooperation between Indonesia and Azerbaijan with five response categories including strongly agree (SA), agree (A), undecided (U), strongly disagree (SD), and disagree (D).

S. No	Questions	Respondents' Responses					
		SA	A	U	SD	D	Total
1.	I believe that cultural diplomacy is an important tool for promoting mutual understanding and cooperation between countries.	8 61.5%	5 38.5%	0	0	0	13 100%
2.	I am interested in learning more about the culture of other countries	5 38.5%	7 53.8%	1 7.7%	0	0	13 100%
3.	I believe that cultural diplomacy can help to build a more peaceful and prosperous world	6 46.2%	4 30.8%	3 23.1%	0	0	13 100%
4.	I am supportive of cultural diplomacy initiatives between Indonesia and Azerbaijan	3 23.1%	10 76.9%	0	0	0	13 100%
5.	I have attended a cultural event from Indonesia or Azerbaijan in the past year.	5	7	0	0	1	13

		38.5%	53.8%			7.7%	100%
6.	I have watched a documentary or film about Indonesia or Azerbaijan in the past year	4 30.8%	6 46.2%	3 23.1%	0	0	13 100%
7.	I have read a book or article about Indonesia or Azerbaijan in the past year	6 46.2%	4 30.8%	1 7.7%	0	2 15.4%	13 100%
8.	I have followed Indonesian or Azerbaijani cultural figures on social media	3 23.1%	6 46.2%	3 23.1%	0	1 7.7%	13 100%
9.	I have visited Indonesia or Azerbaijan in the past year	6 46.2%	5 38.5%	1 7.7%	0	1 7.7%	13 100%
10.	I have a positive image of Indonesia	9 69.2%	3 23.1%	0	0	1 7.7%	13 100%
11.	I have a positive image of Azerbaijan	3 23.1%	8 61.5%	2 15.4%	0	0	13 100%
12.	I believe that Indonesia and Azerbaijan are similar countries in many ways	0	6 46.2%	5 38.5%	1 7.7%	1 7.7%	13 100%
13.	I believe that Indonesia and Azerbaijan can learn a plethora from each other	3 23.1%	9 69.2%	1 7.7%	0	0	13 100%
14.	I am interested in learning more about the history and culture of Indonesia and Azerbaijan	2 15.4%	11 84.6%	0	0	0	13 100%
15.	I believe that Indonesia and Azerbaijan are having a good relationship	2 15.4%	10 76.9%	1 7.7%	0	0	13 100%

Source: Questionnaire data processed, 2023

Based on the table above, it can be seen that out of 13 respondents, on average, answered strongly agree and agree. In the table above, it can be seen that in the first question, 8 out of 13 respondents strongly agreed that cultural diplomacy is a paramount tool for promoting mutual understanding and cooperation between countries with a percentage of 61.5% and the remaining 5 agreed with the statement with a percentage of 28.5%. In the second question, 5 out of 13 respondents strongly agreed to be interested in learning more about the culture of other countries with a percentage of 38.5%. 7 respondents or with a percentage of 53.8% agreed, and 1 respondent or the remaining 7.7% stated undecided for this interest. In the third question, 6 out of 13 respondents strongly agreed with the statement believe that cultural diplomacy can assist to build a more peaceful and prosperous world with a percentage of 46.2%. 4 respondents or 30.8% agreed, and 3 respondents or 23.1% stated undecided to the statement. In the fourth question, 3 respondents or 23.1% of 13 respondents strongly agreed to be supportive of cultural diplomacy initiatives between Indonesia and Azerbaijan. And the remaining 10 respondents or 76.9% agreed with the statement. In the fifth question, 5 out of 13 respondents strongly agreed that they had attended a cultural event from Indonesia or Azerbaijan in the past year with a percentage of 38.5%. 7 or 53.8% of them chose to agree, and 1 respondent or 7.7% disagreed with the statement.

In the sixth question, 4 out of 13 respondents strongly agreed that they had watched a documentary or film about Indonesia or Azerbaijan in the past year with a percentage of 30.8%. 6 respondents or 46.2% of them agreed and 3 or 23.1% were undecided. In the seventh question, 6 out of 13 respondents strongly agreed that they have read a book or article about Indonesia or Azerbaijan in the past year with a percentage of 46.2%. 4 or 30.8% of respondents agreed, 1 respondent or 7.7% stated undecided, and 2 or 15.4% disagreed. In the eighth question, 3 out of 13 respondents

strongly agreed that they have followed Indonesian or Azerbaijani cultural figures on social media with a percentage of 23.1%. 6 respondents or 46.2% agreed, 3 or 23.1% stated undecided, and 1 or 7.7% disagreed. In the ninth question, 6 out of 13 respondents strongly agreed that they had visited Indonesia or Azerbaijan in the past year with a percentage of 46.2%. 5 or 38.2% responded agreed, 1 or 7.7% responded undecided, and 1 or 7.7% disagreed. In the tenth question, 9 out of 13 respondents strongly agreed that they have a positive image of Indonesia with a percentage of 69.2%. 3 or 23.1% responded agreed, and 1 or 7.7% disagreed.

In the eleventh question, 3 out of 13 respondents strongly agreed with the statement that they have a positive image of Azerbaijan with a percentage of 23.1%. 8 or 61.5% agreed, and 2 or 15.4% were undecided. In the twelfth question, 6 out of 13 respondents agreed that they believe that Indonesia and Azerbaijan are similar countries in many ways with a percentage of 46.2%. 5 or 38.2% stated undecided, 1 or 7.7% responded strongly disagreed, and 1 or 7.7% disagreed. In the thirteenth question, 3 out of 13 respondents strongly agreed that they believe that Indonesia and Azerbaijan can learn a plethora from each other with a percentage of 23.1%. 9 or 69.2% of respondents agreed, and 1 or 7.7% were undecided. In the fourteenth question, 2 out of 13 respondents strongly agreed that they are interested in learning more about the history and culture of Indonesia and Azerbaijan with a percentage of 15.4%. Then, 11 or 84.6% agreed. Finally, in the fifteenth question, 2 out of 13 respondents strongly agreed that they believe that Indonesia and Azerbaijan have a good relationship with a percentage of 15.4%. 10 or 76.9% of respondents said they agreed, and 1 or 7.7% said they were undecided.

b) Questions Correlation
Pearson Correlation

	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10	Q11	Q12	Q13	Q14	Q15
Q1 Pearson Correlation	1	,064	,609*	-,120	-,576*	-,733**	-,389	,460	,420	-,386	-,062	-,191	,083	,284	-,243
Sig. (2-tailed)		,837	,027	,695	,039	,004	,189	,113	,153	,192	,841	,533	,787	,347	,423
N	13	13	13	13	13	13	13	13	13	13	13	13	13	13	13
Q2 Pearson Correlation	,064	1	,489	,330	,296	,229	,296	,532	,096	,431	,047	,397	,349	,487	,453
Sig. (2-tailed)	,837		,090	,271	,326	,453	,326	,061	,755	,142	,878	,179	,242	,091	,120
N	13	13	13	13	13	13	13	13	13	13	13	13	13	13	13
Q3 Pearson Correlation	,609*	,489	1	,097	-,291	-,308	-,183	,497	,291	-,040	-,089	,154	,277	,410	,359
Sig. (2-tailed)	,027	,090		,752	,335	,306	,550	,084	,335	,897	,772	,615	,360	,164	,228
N	13	13	13	13	13	13	13	13	13	13	13	13	13	13	13
Q4 Pearson Correlation	-,120	,330	,097	1	,574*	,130	,574*	,386	,291	,167	,201	,297	,433	,677*	,258
Sig. (2-tailed)	,695	,271	,752		,040	,672	,040	,193	,335	,585	,510	,324	,139	,011	,396
N	13	13	13	13	13	13	13	13	13	13	13	13	13	13	13
Q5 Pearson Correlation	-,576*	,296	-,291	,574*	1	,397	,903**	-,054	,072	,150	,233	,652*	,248	,368	,322
Sig. (2-tailed)	,039	,326	,335	,040		,179	,000	,861	,814	,624	,444	,016	,413	,216	,283
N	13	13	13	13	13	13	13	13	13	13	13	13	13	13	13
Q6 Pearson Correlation	-,733**	,229	-,308	,130	,397	1	,397	-,196	-,235	,223	,139	,206	-,187	-,362	-,032
Sig. (2-tailed)	,004	,453	,306	,672	,179		,179	,521	,440	,463	,650	,500	,540	,224	,916
N	13	13	13	13	13	13	13	13	13	13	13	13	13	13	13
Q7 Pearson Correlation	-,389	,296	-,183	,574*	,903**	,397	1	,046	,261	-,036	,441	,652*	,248	,368	,140
Sig. (2-tailed)	,189	,326	,550	,040	,000	,179		,881	,389	,908	,131	,016	,413	,216	,640
N	13	13	13	13	13	13	13	13	13	13	13	13	13	13	13
Q8 Pearson Correlation	,460	,532	,497	,386	-,054	-,196	,046	1	,015	-,007	-,124	,258	,167	,570*	,211
Sig. (2-tailed)	,113	,061	,084	,193	,861	,521	,881		,961	,981	,686	,395	,585	,042	,477
N	13	13	13	13	13	13	13	13	13	13	13	13	13	13	13
Q9 Pearson Correlation	,420	,096	,291	,291	,072	-,235	,261	,015	1	-,042	,514	,128	-,010	,429	-,368
Sig. (2-tailed)	,153	,755	,335	,335	,814	,440	,389	,961		,892	,072	,677	,973	,143	,217
N	13	13	13	13	13	13	13	13	13	13	13	13	13	13	13
Q10 Pearson Correlation	-,386	,431	-,040	,167	,150	,223	-,036	-,007	-,042	1	,246	,019	,207	,247	,269
Sig. (2-tailed)	,192	,142	,897	,585	,624	,463	,908	,981	,892		,418	,951	,498	,416	,375
N	13	13	13	13	13	13	13	13	13	13	13	13	13	13	13
Q11 Pearson Correlation	-,062	,047	-,089	,201	,233	,139	,441	-,124	,514	,246	1	,411	-,139	,040	-,377
Sig. (2-tailed)	,841	,878	,772	,510	,444	,650	,131	,686	,072	,418		,163	,650	,898	,205
N	13	13	13	13	13	13	13	13	13	13	13	13	13	13	13
Q12 Pearson Correlation	-,191	,397	,154	,297	,652*	,206	,652*	,258	,128	,019	,411	1	-,181	,228	,247
Sig. (2-tailed)	,533	,179	,615	,324	,016	,500	,016	,395	,677	,951	,163		,554	,455	,415
N	13	13	13	13	13	13	13	13	13	13	13	13	13	13	13
Q13 Pearson Correlation	,083	,349	,277	,433	,248	-,187	,248	,167	-,010	,207	-,139	1	,640*	,507	,077
Sig. (2-tailed)	,787	,242	,360	,139	,413	,540	,413	,585	,973	,498	,650	,554		,019	,077
N	13	13	13	13	13	13	13	13	13	13	13	13	13	13	13
Q14 Pearson Correlation	,284	,487	,410	,677*	,368	-,362	,368	,570*	,429	,247	,040	,228	,640*	1	,380
Sig. (2-tailed)	,347	,091	,164	,011	,216	,224	,216	,042	,143	,416	,898	,455	,019		,200
N	13	13	13	13	13	13	13	13	13	13	13	13	13	13	13
Q15 Pearson Correlation	-,243	,453	,359	,258	,322	-,032	,140	,217	-,368	,269	-,377	,247	,507	,380	1
Sig. (2-tailed)	,432	,120	,228	,396	,283	,916	,648	,477	,217	,375	,205	,415	,077	,200	
N	13	13	13	13	13	13	13	13	13	13	13	13	13	13	13

Source: Primary data analysed by SPSS

According to the measurement above, it can be concluded into several things related to the importance of culture as a means of diplomacy especially that conducted by Indonesia in Azerbaijan:

- It can be analysed that question number one “I believe that cultural diplomacy is an paramount tool for promoting mutual understanding and cooperation between countries” has a high linear comparison to question number three “I believe that cultural diplomacy can help to build a more peaceful and prosperous world” with 609 points. It means that cultural diplomacy is paramount due to the fact that after promoting it, countries will have mutual understanding and cooperation until a peaceful and prosperous world can happen. In short, mutual understanding and cooperation among countries can lead to a peaceful world.
- It can be analysed that question number two “I am interested in learning more about the culture of other countries” has a high linear comparison to question number eight “I have followed Indonesian or Azerbaijani cultural figures on social media” with 532 points. It means that people will interested in learning more about other countries due to their following cultural figures about other countries on social media.

In short, the interest will appear due to following or promoting culture without exception through social media.

- It can be analysed that question number three “I believe that cultural diplomacy can help to build a more peaceful and prosperous world” has a high linear comparison to question number one “I believe that cultural diplomacy is an paramount tool for promoting mutual understanding and cooperation between countries” with 609 points. It means that a peaceful and prosperous world will exceed by promoting culture and having mutual understanding as well as cooperation among countries. Thus, question number three compared to question number one and vice-versa has a highly linear comparison due to their equal points.
- It can be analysed that question number four “I am supportive of cultural diplomacy initiatives between Indonesia and Azerbaijan” has a high linear comparison to question number five “I have attended a cultural event from Indonesia or Azerbaijan in the past year” with 574 points. It means that due to the existence of support for cultural diplomacy, people will attend cultural events of that country. In short, being supportive and participating in cultural events has high linear comparison.

- It can be analysed that question number four “I am supportive of cultural diplomacy initiatives between Indonesia and Azerbaijan” has a high linear comparison to question number seven “I have read a book or article about Indonesia or Azerbaijan in the past year” with 574 points. It means that due to the existence of support for cultural diplomacy, people will have a desire to know more about other countries, especially through literature related to the country.
- It can be analysed that question number four “I am supportive of cultural diplomacy initiatives between Indonesia and Azerbaijan” has a high linear comparison to question number fourteen “I am interested in learning more about the history and culture of Indonesia and Azerbaijan” with 677 points. It means that the existence of support will lead to the desire to learn more about the history and culture of other countries.
- It can be analysed that question number five “I have attended a cultural event from Indonesia or Azerbaijan in the past year” has a high linear comparison to question number four “I am supportive of cultural diplomacy initiatives between Indonesia and Azerbaijan” with 574 points. It means that due to the attendance of cultural events, people will support cultural diplomacy conducted between countries. Thus, question number five compared to question number four and vice-versa has a highly linear comparison due to their equal points.
- It can be analysed that question number five “I have attended a cultural event from Indonesia or Azerbaijan in the past year” has a high linear comparison to question number seven “I have read a book or article about Indonesia or Azerbaijan in the past year” with 903 points. It means that attending cultural events will lead to the desire to read literature about certain countries.
- It can be analysed that question number five “I have attended a cultural event from Indonesia or Azerbaijan in the past year” has a high linear comparison to question number twelve “I believe that Indonesia and Azerbaijan are similar countries in many ways” with 652 points. It means that attending cultural events from Indonesia or Azerbaijan can lead to believing in both countries' similarities in many ways.
- It can be analysed that question number seven “I have read a book or article about Indonesia or Azerbaijan in the past year” has a high linear comparison to question number four “I am supportive of cultural diplomacy initiatives between Indonesia and Azerbaijan” with 574 points. It means that due to reading literature about certain countries, people will support cultural diplomacy conducted between countries due to their good values. Thus, question number seven compared to question number four and vice-versa has a highly linear comparison due to their equal points.
- It can be analysed that question number seven “I have read a book or article about Indonesia or Azerbaijan in the past year” has a high linear comparison to question number five “I have attended a cultural event from Indonesia or Azerbaijan in the past year” with 903 points. It means that reading literature about certain countries will lead to the desire to attend cultural events of those countries. Thus, question number seven compared to question number five and vice-versa has a highly linear comparison due to their equal points.
- It can be analysed that question number seven “I have read a book or article about Indonesia or Azerbaijan in the past year” has a high linear comparison to question number twelve “I believe that Indonesia and Azerbaijan are similar countries in many ways” with 652 point. It means that due to reading literature on Indonesia and Azerbaijan, people will figure their similarities in many ways.
- It can be analysed that question number eight “I have followed Indonesian or Azerbaijani cultural figures on social media” has a high linear comparison to question number two “I am interested in learning more about the culture of other countries” with 532 points. It means that following cultural figures of certain countries can lead people to interest in learning more about other countries. Thus, cultural figures stand as non-state actors to promote their country's culture which can lead to foreign people's interest in their nation. As a result, question number fourteen compared to question number eight and vice-versa has a highly linear comparison due to both equal points.
- It can be analysed that question number eight “I have followed Indonesian or Azerbaijani cultural figures on social media” has a high linear comparison to question number fourteen “I am interested in learning more about the history and culture of Indonesia and Azerbaijan” with 570 points. It means that following cultural figures of certain countries, especially Indonesia or Azerbaijan can lead people to be interested in learning more about their history and culture. In short, Indonesia and Azerbaijan's cultures are analysed as a captivating thing to learn due to the fact that it can lead others to know more about the cultural and historical backgrounds of both countries.
- It can be analysed that question number nine “I have visited Indonesia or Azerbaijan in the past year” has a high linear comparison to question number eleven “I have a positive image of Azerbaijan” with 514 points. It means that visiting Indonesia or Azerbaijan can lead people to have a positive image of Azerbaijan. In short, witnessing the country directly can create a positive impact on the country, especially in branding the country's image.
- It can be analysed that question number eleven “I have a positive image of Azerbaijan” has a high linear comparison to question number nine “I have visited Indonesia or Azerbaijan in the past year” with 514 points. It means that a positive image of Azerbaijan was created by people visiting the country and witnessing it directly. Thus, question number eleven compared to question number nine and vice-versa has a highly linear comparison due to both equal points.
- It can be analysed that question number twelve “I believe that Indonesia and Azerbaijan are similar countries in many ways” has a high linear comparison to question number five “I have attended a cultural event from Indonesia or Azerbaijan in the past year” with 652 points. It means that the consideration of similarities in many ways between Indonesia and Azerbaijan exists due to people's attendance at cultural events from Indonesia or Azerbaijan. Thus, question number twelve compared to question number five and vice-versa has a highly linear comparison due to both

equal points.

- It can be analysed that question number twelve “I believe that Indonesia and Azerbaijan are similar countries in many ways” has a high linear comparison to question number seven “I have read a book or article about Indonesia or Azerbaijan in the past year” with 652 points. It means that the belief in similarity in many ways between Indonesia and Azerbaijan can lead people to read the literature about both countries. Thus, question number twelve compared to question number seven and vice-versa has a highly linear comparison due to their equal points.
- It can be analysed that question number thirteen “I believe that Indonesia and Azerbaijan can learn a plethora from each other” has a high linear comparison to question number fourteen “I am interested in learning more about the history and culture of Indonesia and Azerbaijan” with 640 points. It means that due to the belief that Indonesia and Azerbaijan can learn a plethora from each other; people will be interested more to learning about both countries historically and culturally.
- It can be analysed that question number thirteen “I believe that Indonesia and Azerbaijan can learn a plethora from each other” has a high linear comparison to question number fifteen “I believe that Indonesia and Azerbaijan are having a good relationship” with 507 points. It means that because Indonesia and Azerbaijan can learn a plethora from each other, therefore, they have a good relationship. In other words, the win-win solution in learning will lead to a good relationship between both countries.
- It can be analysed that question number fourteen “I am interested in learning more about the history and culture of Indonesia and Azerbaijan” has a high linear comparison to question number four “I am supportive of cultural diplomacy initiatives between Indonesia and Azerbaijan” with 677 points. It means that learning and knowing more historical and cultural background of Indonesia and Azerbaijan will lead to people’s support for both countries in terms of cultural diplomacy. Thus, question number fourteen compared to question number four and vice-versa has a highly linear comparison due to their equal points.
- It can be analysed that question number fourteen “I am interested in learning more about the history and culture of Indonesia and Azerbaijan” has a high linear comparison to question number eight “I have followed Indonesian or Azerbaijani cultural figures on social media” with 570 points. It means that the interest in learning about Indonesia and Azerbaijan historically and culturally can lead to following cultural figures from Indonesia or Azerbaijan on social media. Thus, question number fourteen compared to question number eight and vice-versa has a highly linear comparison due to both equal points.
- It can be analysed that question number fourteen “I am interested in learning more about the history and culture of Indonesia and Azerbaijan” has a high linear comparison to question number thirteen “I believe that Indonesia and Azerbaijan can learn a plethora from each other” with 640 points. It means that learning about Indonesia and Azerbaijan historically and culturally can lead to believing that both countries can learn a plethora from each other both historically and

culturally. Thus, question number fourteen compared to question number thirteen and vice-versa has a highly linear comparison due to both equal points.

- It can be analysed that question number fifteen “I believe that Indonesia and Azerbaijan are having a good relationship” has a high linear comparison to question number thirteen “I believe that Indonesia and Azerbaijan can learn a plethora from each other” with 507 points. It means that due to the fact that Indonesia and Azerbaijan have a good relationship, therefore, both countries can learn a plethora from each other. Thus, question number fifteen compared to question number thirteen and vice-versa has a highly linear comparison due to both equal points.

On the other hand, question number six “I have watched a documentary or film about Indonesia or Azerbaijan in the past year” has no high linear comparison to any other questions with 397 points as the highest one. Therefore, documentaries or films about Indonesia or Azerbaijan have not been popular yet to stand as cultural diplomacy or to attract other countries to learn as well as obtain to know about both countries. Furthermore, question number ten “I have a positive image of Indonesia” also has no high linear comparison to any other questions with 431 points as the highest one. In this case, this question cannot be stands as a reference due to the fact that this research is about Indonesia’s image. In other words, a non-objective answer will result from this question when it stands as a reference.

In addition, in a brief sequence of reasons behind Indonesia utilises culture as the highest priority in diplomacy practice, especially in Azerbaijan is that literature which is part of culture the most essential thing to lead people getting know about other countries. It is proven by the survey results with 903 points linear correlation between literature and attending cultural events of the country where there is a curious thing behind that desire to attend it. In this case, Tawhida Akhter (Akhter, 2022) ^[1] found that culture and literature have alignment to each other which also disposed to the result of this survey. Therefore, from studying the literature, people will be eager to learn more about the history and culture of other countries; moreover, they will support cultural diplomacy and participate in cultural events. From the literature as well, people concluded that Indonesia and Azerbaijan have many similarities until following both countries’ cultural figures on social media. On the other hand, cultural diplomacy believed as a paramount tool for promoting mutual understanding and cooperation as well as assisting in creating a peaceful and prosperous world. In addition, visiting the country directly will stand as a verification of what people read through the literature and create a positive image in an actual way. Overall, Indonesia and Azerbaijan due to their similarities in many ways as well as their ability to learn from each other establish good relationship.

Conclusion

It is crystal clear that utilising culture as a means of diplomacy by Indonesia in Azerbaijan is an essential tool to build a bond between countries as well as to strengthen their diplomatic relations. On the other hand, the spirit of Indonesia as a diverse country with more than 1340 ethnic groups is analysed to be one of the reasons behind its cultural diplomacy movements worldwide. However, further

research related to Indonesia and Azerbaijan's relationship is required with updated data as well as both diplomacy developments.

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