Public and cultural diplomacy practices: Empirical study of foreign Consulate Generals in Bali, Indonesia

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Abstract Public and cultural diplomacy are essential aspects of international relations, playing a pivotal role in shaping perceptions, building bridges between nations, and fostering mutual understanding. These practices involve the strategic communication and promotion of a country’s culture, values, and policies on the global stage, with the primary objective of enhancing bilateral and multilateral relationships. Accordingly, the overarching goal of this interdisciplinary research is to analyze the practice of public and cultural diplomacy of foreign Consulate Generals (CGs) in Bali, namely, the CG of Australia, Japan, India, the People’s Republic of China, and the Republic of Korea. This research combines the interdisciplinary concepts derived from empirical International Relations and legal studies. The first part of this study analyzes the legal basis, if any, for CGs in performing public and cultural diplomacy. To connect both disciplines, a qualitative empirical approach is used in this research as the methodology. The implementation of public and cultural diplomacy is assessed by using literature studies from International Relations journals, official websites, online news media, and official social media accounts. The results of this research proved that (i) all foreign CGs analyzed in this paper have conducted their public and cultural diplomacy practices in Bali; (ii) the practice of public diplomacy practices has covered news management, strategic communication, and relationship building aspects by utilizing digital technology such as official websites and social media accounts; and (iii) the cultural element has been highlighted by all CGs to build relations with Balinese people.

Keywords: Bali, Consulate General, cultural diplomacy, digital diplomacy, public diplomacy

1. Introduction

Diplomacy is the conduct of international relations by having a negotiation, dialog, or other forms of contact to promote peace (Cornago, 2008). Hart and Siniver (2020) define that “diplomacy is what diplomats make of it.” The term “public diplomacy” has evolved through different eras. Cull (2020) highlights the development of the term “public diplomacy” from its appearance in the London Times in January 1856, its shifted meaning as “international information and propaganda” in the 1950s, and its popular use in the 1990s as a phrase applied in “foreign policy circles”. Recently, Snow (2020) writes that public diplomacy emphasizes the importance of global public engagement and the support of foreign policy, which includes the elements of information, ideas, people, and culture.

A study by Leonard et al. (2002) divided the dimension of public diplomacy into three parts: (i) news management; (ii) strategic communications; and (iii) relationship building. News management refers to a day-to-day process of delivering information that is aligned with “traditional” diplomacy. Strategic communications involve framing the messages to promote the state’s national narrative clearly, which engage with different stakeholders. Relationship building addresses the method to maintain relationships for a long-term period. Among the most compelling illustrations of public diplomacy are the implementation of international exchange programs in education, scholarships, and cultural television series. Hence, this type of diplomacy can also be applied together with cultural diplomacy (Abdurahmanli, 2021).

Cultural diplomacy is part of public diplomacy that emphasizes the element of culture. A study by Clarke (2020) points out that cultural diplomacy is an effort made by States to utilize their “cultural resources to achieve foreign policy goals” by having, among others, cultural display and exchange. Cultural diplomacy combines intercultural dialog, people-to-people contact, and public engagement to enhance mutual understanding. Various activities and policies can be related to the practice of cultural diplomacy, for instance, educational exchanges, cultural promotion, and exhibitions. These initiatives focus more on targeting foreign audiences (Clarke, 2020). Furthermore, in the current digital era, both state and nonstate actors are actively involved in conducting cultural diplomacy. Research by Bjola et al. (2019) emphasizes that digital diplomacy is a crucial element in understanding how States operate their diplomacy. In practice, Consulate Generals (CGs)
have engaged with the public in the receiving State with various programs tantamount to public, cultural, and digital diplomacy.

However, based on the traditional view, diplomacy falls exclusively within the scope of diplomatic functions. Customary rules regarding diplomatic and consular relations were codified in the form of the 1961 Vienna Convention on Diplomatic Relation (hereinafter “VCDR”) and the 1963 Vienna Convention on Consular Relation (hereinafter “VCCR”) (Shaw, 2008, p. 750). While diplomacy profoundly develops, the primary international legal framework for diplomatic and consular relations, namely, VCDR and VCCR, remains the same. Due to the blurry functions of both diplomatic and consular functions, several scholars have scrutinized this topic. Battini (2011) asserted overlapping but distinct functions of VCDR and VCCR. The VCCR dealt with pure administrative and domestic matters, while the VCDR was concerned with political and international relations between states. Similarly, Jazb (2020) agreed that diplomatic and consular have different natures. The former is related to intergovernmental political affairs, while the latter mainly exercise functions related to the protection of citizens or companies. Zaikovska (2017) suggested three main differences between diplomatic protection and consular assistance, namely, the level of representation, the means, and the nature of protection. Micu (2020) confirmed the diplomatic function of the consular institution without specifically addressing the legal basis for such practice.

Although several studies have been performed on the comparisons of VCDR and VCCR, to the best of the authors’ knowledge, no studies have been performed in Indonesia to compare these two entities. The existing research has focused more on foreign embassies’ public diplomacy in Indonesia at the national level, for instance, in South Korea (Fitria et al., 2021), the public and digital diplomacy practice of Indonesia via Facebook account @Kemlu (Kurniawati et al., 2020), and the correlation of international relations with local context in Bali through the practice of sister city cooperation (Intentilia and Surya Putra, 2021). Thus, in this study, the authors aim to address this gap by investigating the application of VCDR and VCCR to establish the legal basis for Consul Generals engaging in public and cultural diplomacy by applying digital diplomacy in Bali, Indonesia.

With its rich culture and heritage, Bali can be seen as a pivot of cultural intersection that directly touches upon the public’s daily lives. In addition, Bali is often awarded as the beacon of international tourism. As shown in Figure 1, the 10 largest markets of international tourists visiting Bali are from (i) Australia; (ii) China; (iii) India; (iv) Russia; (v) Japan; (vi) the USA; (vii) the UK; (viii) South Korea; (ix) Malaysia; and (x) France. Although all 10 countries have a consulate in Bali, this research excludes “Honorary Consulate” and only uses the sample of “Consulate General” or “Consulate” that have active public and cultural diplomacy activities in Bali. Therefore, out of these 10 countries, this paper focuses on five specific samples, namely, CG of Australia, Japan, India, the People’s Republic of China, and the Republic of Korea or South Korea. With the aim of attaining an understanding of both International Relations and legal dimensions, this research is divided into three main sections through interdisciplinary exploration. The first section assesses the legal justification for consular diplomacy. The second section focuses on the involvement of the foreign Consulate Generals in Bali in public diplomacy, while the third section delves into cultural diplomacy practices.

![Figure 1: Data of foreign tourists in Bali according to the country of origin for 2019-2020. Source: Badan Pusat Statistik Provinsi Bali (2020).](https://www.malque.pub/ojs/index.php/mr)
2. Methods

This research uses a qualitative empirical approach methodology to combine the legal and social science disciplines (Langbroek et al., 2017). This methodology combines the traditional research methodology of assessing the law in books and the law in action with a familiar approach available to social science. This research utilizes primary and secondary data. The primary data are collected by assessing the contents related to public diplomacy with cultural and digital technology elements of the official websites and active social media accounts used by the five CGs. The secondary data are gathered by reviewing relevant academic journals and online news items. In addition, primary and secondary legal sources are also used as secondary data in this study. The primary legal sources consist of written legal instruments, and the secondary sources consist of articles, journals, and books on legal studies. In assessing the primary data, this research observed the official websites and active social media accounts of each CG. The overall process flow of this study is depicted in Figure 2.

![Figure 2 Research Flow](image)

3. Results and Discussion

3.1 Legal justification for consular diplomacy

According to traditional legal notion, diplomacy is a means of communication used by states conducted through their ambassador. Rules on how ambassadors should be treated embodied centuries of State practice that formed international customs that were later codified in the form of VCDR (Shaw, 2008). The VCDR and VCCR are the primary legal bases of diplomatic and consular relations. Although interrelated, diplomatic and consular relations are different in nature. Toshpulatov and Khudaybergenova (2021) suggest that the concept of diplomatic immunity can be traced back to the practice of the Greek and Roman governments. Meanwhile, consular relations are rooted in merchants’ representatives abroad (Kolesnikov, 2016). Diplomatic relations serve primarily as a state’s representation and thus are closely related to the political dimension, while consular functions mostly deal with commercial interests and administrative arrangements and other nonpolitical functions (Toshpulatov and Khudaybergenova, 2021).

In addition, diplomatic missions and consular posts have different functions. Diplomatic functions pursuant to Article 3 of VCDR include representing and protecting the state’s interest, negotiating, ascertaining information, and reporting, and
promoting friendly relations. While consular functions as prescribed in Article 5 of VCCR include protecting the state's interests and its national, maintaining friendly relations, ascertaining, and reporting information regarding commercial, economic, cultural, and scientific relations, issuing passports and visas, acting as notary, and giving consular support for nationals of the sending state before the tribunals. The legal doctrine of the rigid dichotomy between diplomacy and consular functions fails to accommodate the development of international relations practices. Pasarin (2016) and Micu (2020) conducted international relations studies that asserted the growing approach of utilizing consular services as an instrument of foreign policy or so-called consular diplomacy.

The most prominent consular function is related to administrative arrangements. Other consular functions, particularly consular diplomacy, have barely been analyzed (Towns et al., 2020). Article 5 VCCR stipulates 13 consular functions, and they are nonexhaustive lists. The legal basis for consular institutions in performing public, cultural, and digital diplomacy can be found in Articles 5 (a), (b), and (m) of VCCR. Article 5 (a) VCCR uses the same wording as Article 3 (b) VCDR, which stipulates functions of both diplomatic and consular missions related to the protection of the sending State's interest. Article 5 (a) VCCR resembles diplomatic functions in article 3 (b) VCDR. Article 5 (a) of VCCR serves as a legal basis for consular institutions in performing public, cultural, and digital diplomacy as an integral endeavour for protecting the sending State's interest in the receiving State. The term “diplomacy” must be interpreted broadly from the micro perspective, which encompasses instruments to support foreign policy or mechanisms of communication among states and other international actors (Al-Muftah et al., 2018). Based on this broad interpretation, consular institutions have performed diplomacy through various agendas and programs to further economic, social, and cultural cooperation (Lundén, 2021).

Another resemblance can be found in article 5 (b) of VCCR and article 3 (e) VCDR. Both articles mention the functions of furthering the development of commercial, economic, cultural, and scientific relations between the sending state and the receiving state and promoting friendly relations. Pasarin (2016) asserted this function as the “diplomatization” of consuls. Consular institutions do not have the capacity to represent the state and create independent foreign policies that fall exclusively under diplomatic function based on Articles 3 (a) and (c) of the VCDR. However, in practice, consulates have the capacity to engage with the public and initiate intergovernmental cooperation, public–private partnerships, or use digital means in consular administrations. Furthermore, Article 5 (c) of VCCR highlights the importance of consular function in reporting the development of commercial, economic, cultural, and scientific life of the receiving State and giving information to the person interested. The consulates can only perform reporting functions if they engage and observe directly through various programs. Hence, the role of consulates is crucial to build communication and reach the targeted audience rather than relying solely on a single diplomatic mission in the capital city.

3.2 Public Diplomacy Practices in Foreign Consulate Generals in Bali

The practice of public diplomacy in this paper utilizes three dimensions mentioned by Leonard, Stead, and Smewing (2002), namely, news management, strategic communication, and relationship building.

3.2.1. Consulate General of Australia

The CG of Australia has uploaded information regarding “traditional diplomacy” on its official website. It has a set of lists that provide links to various news, speeches, and media related to Australian Government Ministers, Australian Government agencies, the Department of Foreign Affairs and Trade, and news from the Embassy (Australian Embassy Indonesia, n.d.). For strategic communication, the Twitter account has provided information to the public from numerous aspects, such as education, culture, and business sectors. In the educational aspect, the Consul General tweeted on 11 July 2022 about cooperation with Institut Seni Indonesia (ISI) Denpasar, a well-known art institute in Bali that supports the National Aboriginal and Islanders Day Observance Committee (NAIDOC) Week 2022 in Bali. This event was conducted to allow people to learn more about the importance of culture in the creative process, as well as the history, culture, and achievements of the Aboriginal and Torres Strait Islander people (Griffin, 2022).

The CG also has a direct aid programme (DAP) that directly benefits the Balinese people. An example can be taken from a collaboration that aims to “provide affordable ear, nose, and throat health services for people with disabilities and the general public from low-income homes in Bali, particularly Denpasar” (Indonesia Expat, 2022). DAP aims to support sustainable community development by providing funding to help people improve their living standards. Data from 2018 show that this program has been implemented by the CG of Australia in Bali since 2005 with 132 projects, covering numerous sectors, including health and education, as shown in Figure 3. Furthermore, as a response to the COVID-19 pandemic, DAP 2020 targets vulnerable communities in Bali that are highly affected by the pandemic, such as women and children (Johnny, 2020). Furthermore, in July 2018, the CG invited an innovator and entrepreneur of the digital economy to support students and women communities in Bali to discuss digital innovation and social impact (Wiguna and Yakub, 2018). Moreover, educational cooperation has been conducted with the Institut Seni Indonesia (ISI). It is stated as one of the implementations of public diplomacy, particularly in promoting education (Institut Seni Indonesia Denpasar, 2019).
3.2.2. Consulate General of Japan

The CG website of Japan in Bali has provided a set of links for visitors to access information from the Ministry of Foreign Affairs, Embassy, Consul, and Mission. This shows that CG is also conducting public diplomacy in terms of providing information to assist the government in the context of "traditional diplomacy". In terms of strategic communication, the Instagram account @konjen_jepang_dps actively posted numerous contents to disseminate information to the public. This account promoted, for instance, the 2022 Japanese Film Festival Online on 4 February 2022, the Online Singing Contest of Indonesia-Japan 2021 on 9 November 2021, and the Japan Cultural Week 2021 on 21 July 2021 (Konsulat Jenderal Jepang di Denpasar, n.d.).

In building relationships with the people in Bali, the CG has conducted numerous activities. It is important to note that the Consul General of Japan in Bali attended an event organized by students majoring in Japanese literature studies in the Faculty of Cultural Sciences, Udayana University. The purpose of this event was to promote Japanese culture as well as to develop the creativity of Japanese culture enthusiasts. On this occasion, the Consul General stated that hopefully through this event, Balinese people can learn more about Japanese culture and can visit Japan directly. Likewise, the Consul General also hopes that Japanese people can learn more about Balinese culture; therefore, the concept of cross-culture can be fully implemented (Porosbali.com, 2021). Furthermore, as an effort to connect more with the people, the Consul General of Japan in Bali has given a grassroots grant to a foundation in Gianyar Regency, Bali, to build four classrooms for people with disabilities and its facilities, such as chairs and tables. Figure 4 shows the involvement of CG in Japan with the community. This project aimed to give direct benefits to those with disabilities and support their roles in society (Konsulat Jenderal Jepang di Denpasar, 2014). In 2018, the Consul General of Japan in Bali also delivered a seminar organized by a university in Bali regarding Japanese language education (Konsulat Jenderal Jepang di Denpasar, 2014).

![Figure 3 DAP program held by the CG of Australia in Bali. Source: Bali Picture News (2018).](image1)

![Figure 4 Public diplomacy of CG of Japan in Bali. Source: Konsulat Jenderal Jepang di Denpasar (2014).](image2)
3.2.3. **Consulate General of India**

The official website of the CG of India has links to press releases and announcements, as well as a link to access newsletters from the Sushma Swaraj Institute of Foreign Affairs, the Ministry of External Affairs, and the Government of India. Moreover, this website offers a link to the media center, providing visitors access to speeches and statements delivered by the Ministry of External Affairs, Government of India. Therefore, CG’s website has assisted traditional diplomacy by providing access to day-to-day news management.

The strategic communication part of the CG of India in Bali can be seen from its Instagram account @consulateindiabali. It shows a brief message on its bio, “Beauty in Harmony”, followed by the national flag of India and Indonesia to illustrate the partnership between both States. This account communicates with the public by posting various information, such as an Indian cultural dance posted on 20 July 2022 and an announcement to invite the public to directly participate in the 8th International Day of Yoga, as shown in Figure 5, which was held in Denpasar, Bali (India in Bali, n.d.).

In the context of building relationships with the Balinese people, the CG invited the public to participate directly in its official events. An example of this was the celebration of the International Day of Yoga in Denpasar. This event was attended by hundreds of participants, both Balinese people and foreigners (Wibowo and Ardhi, 2022). On that occasion, the Consul General appreciated the cooperation with the government of Bali and all yoga enthusiasts who participated in person (Ade, 2022). In addition, the cultural wing of the CG in Bali, SVCC Bali, has its own Instagram account as the center of Indian culture in Bali. SVCC Bali has dance classes, yoga classes, Hindi classes, and Sanskrit classes (ICCR in Bali/SVCC, n.d.).

![Perayaan Hari Yoga Internasional Kedelapan oleh Konjen India di Bali](https://www.malque.pub/ojs/index.php/mr)

**Figure 5** International Yoga Day event held by the CG of India in Bali.

*Source:* Ade (2022).

3.2.4. **Consulate General of the People’s Republic of China**

The news management of the CG of the People’s Republic of China can be seen on its website’s news section (Consulate General of the People’s Republic of China in Denpasar, n.d.). In terms of strategic communication, the Instagram account of CG @konjenchinabali has attempted to engage with its followers through monthly quizzes, cultural information, and competition. For instance, there is a collaboration between the CG and Bali Art Club in conducting a digital illustration contest, taking the theme of everlasting friendship between Indonesia and China, which was posted on 15 July 2022 (Konsulat Jenderal RRT di Denpasar, n.d.). To foster relationships with the Balinese people, the CG attended the opening ceremony of the Xiangqi Exhibition, as depicted in Figure 6, as part of Sports Week (Pekan Olahraga) 2017. The representative of the CG stated that the enthusiasm of Balinese people to participate in Xiangqi is highly appreciated. The CG will continue to support the spread of Xiangqi in Balinese communities as well as boost the cultural and sports exchange between Indonesia and China and develop people’s friendship between both countries (Consulate General of the People’s Republic of China in Denpasar, 2017).
3.2.5. Consulate General of the Republic of Korea

On its official website, the Consulate of the Republic of Korea in Bali has a series of links to connect the public to recent news. Therefore, the Consulate has portrayed the element of news management of traditional diplomacy issues. For strategic communication, the Instagram account of this Consulate covers several issues, including sports diplomacy and cultural events. Additionally, there were some posts regarding COVID-19 information updates in the Korean language. To build relationships with people in Bali, the Consulate has organized various events. In the context of education, the Consulate participated in an international education and culture festival at a university in Bali (Konsulat Republik Korea di Bali, 2021). The Consulate also invites the public to join a video contest with Korean themes that can be found in Bali that are related to Korean culture (Konsulat Republik Korea di Bali, 2022). The poster of the event is shown in Figure 7.
3.3 Cultural Diplomacy Practices in Foreign Consulate Generals in Bali

3.3.1. Consulate General of Australia

In the context of culture, the CG of Australia in Bali collaborated with dancers and a Balinese art expert to discuss a crucial issue on the protection of indigenous art from misappropriation and the role of cultural identity in business. This cultural collaboration was also displayed in the form of a cultural performance (Griffin, 2022). In addition, the CG organized a workshop about music and facilitated art and cultural exchange among musicians in Australia and Bali. This workshop highlighted the collaboration of jazz in modern Australia with Indonesian traditional percussion (Sutika and Yakub, 2017). As shown in Figure 8, in 2022, the CG of Australia in Bali had a cooperation with the Creative Economy Agency or Bekraf of Denpasar City to create an event about culinary and education with an Instagram artist from Australia. This event aimed to share the connection between Indonesia and Australia in the context of language, food, and culture, which involved approximately 90 students from Bali as the participants (Bali Ekbis, 2022).

Figure 8 Culinary and education event organized by the CG of Australia in Bali. Source: Bali Ekbis (2022).

3.3.2. Consulate General of Japan

The CG of Japan in Bali conducted the second Bali-Japan Expo in 2013. This event featured various activities, such as cosplay parades and Japanese quizzes (Konsulat Jenderal Jepang di Denpasar, n.d.). Another cultural event that was carried out previously was a collaboration of Noh and Indonesian arts in Gianyar Regency, which involved famous Noh dancers and musicians, Indonesian dancers from Yogyakarta, and dancers from Bali, as presented in Figure 9. This cultural collaboration was performed with dialogs conveyed in different languages, such as Bahasa Indonesia, Japanese, Javanese, Jawa Kuno, Kawi, and the Balinese language. This art collaboration is seen as momentum to preserve the cultures of both Japan and Indonesia, including Bali (Konsulat Jenderal Jepang di Denpasar, 2014). In addition, the CG has also initiated a writing competition under “Konnichiwa Jepang Award 2014” to invite the public to write their stories about Japan to strengthen the relationship between the Japanese and Indonesian.

Figure 9 Cultural event organized by CG of Japan in Bali. Source: Konsulat Jenderal Jepang di Denpasar (2014).
3.3.3. *Consulate General of India*

Culture is also one of the key components of the CG of India in Bali’s public diplomacy, proven by the existence of the Swami Vivekananda Cultural Center (SVCC). Bali, which aims to promote bilateral cultural linkages between India and Indonesia through multiple outreach activities (Consulate General of India in Bali, n.d.). SVCC Bali also has a library with more than a thousand books related to history, literature, arts, and culture in English, Bahasa Indonesia, and other Indian languages. There are several activities related to culture posted on the CG website, particularly the SVCC Bali section. Those cultural activities are, among others, International Day of Yoga and Diwali. On its Instagram account dated 29 December 2021, SVCC Bali posted a picture of a collaboration among dance teachers of SVCC Bali, SVCC students, and Balinese artists, as depicted in Figure 10 (ICCR in Bali/SVCC, 2021). This collaboration showcased a cultural combination of India and Bali to strengthen the mutual understanding of both sides in cultural aspects.

![Figure 10 Screenshot of Instagram post of SVCC Bali. Source: ICCR in Bali/SVCC (2021).](https://www.malque.pub/ojs/index.php/mr)

3.3.4. *Consulate General of the People’s Republic of China*

A concrete example of cultural elements in public diplomacy conducted by the CG of the People’s Republic of China in Bali is its participation in the Balinese Art Festival or *Pesta Kesenian Bali* (PKB) 2016. Singers and dancers from Hainan Province performed their art collaboration at the Art Center Bali. This performance showcased 14 programs to highlight the beauty and traditional cultures of the Li ethnic group from Hainan Province. Furthermore, there were programs such as Chinese *silat* and dances from Indonesia. This performance was expected to maintain the friendship between the Hainan people and the Balinese people (Consulate General of the People’s Republic of China, 2016). Another example involves the coordination of Chinese and Balinese dance collaborations to celebrate the Chinese New Year 2019, as seen in Figure 11. It is expected that the relationship between Bali and China is not limited to the tourism sector but also emphasizes the importance of close cultural partnerships (Karnaedi, 2019). The CG also reached out to collaborate with the Buleleng Regency government based on the historical connection between China and Bali. Chinese culture is considered part of the local cultural asset that has enriched multiculturalism in the Buleleng Regency (Ira, 2019).

![Figure 11 Chinese and Balinese dance collaborations in celebrating the Chinese New Year. Source: Ira (2019).](https://www.malque.pub/ojs/index.php/mr)
3.3.5. Consulate General of the Republic of Korea

In the cultural context, the Consulate of South Korea in Bali posted information about sports diplomacy through Taekwondo on Instagram. Moreover, the Consulate has cooperated with Hansado, a community of Korean fans in Bali. The Consulate and Hansado have organized a Summer K-Pop Festival 2022, and this information was posted on 16 June 2022 on Instagram, as shown in Figure 12. This event has cultural elements, such as singing and dancing competitions, a Korean bazaar, and Korean games. The Consul General also stated the intention of South Korea to strengthen its cooperation with the Balinese people, particularly regarding the tourism sector. During the COVID-19 pandemic, closer cooperation in tourism is expected to help Bali recover from the pandemic’s impact, especially in the economic aspect (Wiratmini, 2021).

![Summer K-Pop Festival 2022](https://www.malque.pub/ojs/index.php/mr)

**Figure 12** Summer K-Pop Festival 2022 organized by CG of South Korea and Hansado in Bali.

*Source: Korean Consulate in Bali/Official Account (2022)._}

5. Conclusion

From the legal perspective, public, cultural, and digital diplomacy performed by the five CGs in Bali conform to consulate functions under Articles 5 (a), (b), (c), and (m) of VCCR. Consular diplomacy must be interpreted broadly because of the development of international relations practice. This study highlights other consular functions that are known as consular diplomacy. Nevertheless, it does not derogate certain functions that fall under the scope of diplomatic functions based on Article 3 VCDR. A contextual and case-by-case approach must be utilized to distinguish diplomatic and consular functions rather than an unnecessary rigid dichotomy.

From the International Relations point of view, in the context of public and cultural diplomacy practices, this paper concludes several findings. First, all foreign CGs analyzed in this paper have conducted their public, cultural, and digital diplomacy practices in Bali. Second, the practice of public diplomacy has covered news management, strategic communication, and relationship-building aspects by utilizing digital technologies such as official websites and social media accounts. Third, these five CGs have incorporated the element of culture in their public diplomacy to connect with the Balinese people, considering the famous Balinese cultural heritage and its strategic position as the hub of international tourism. Therefore, cultural collaboration is salient in the public diplomacy practices of these CGs.

Nonetheless, the authors acknowledge the limitations of this study. The paper offers only a general overview of public diplomacy practices without providing an in-depth analysis of each Consulate General’s approach. Moreover, this research does not explore the feedback and impact experienced by Balinese society after engaging in public diplomacy activities organized by the Consulate Generals. Therefore, the authors recommend further research, focusing on a comprehensive examination of each practice, both within the local context with Consulate Generals and at the national level with the Embassies. This approach aims to provide a more profound understanding of public, cultural, and digital diplomacy practices.
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Ethical considerations
Not applicable

Conflict of Interest
The authors declare no conflicts of interest

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