



**THE RESPONSE OF INDONESIAN MOSLEM  
UNIVERSITY STUDENTS TOWARDS AMERICAN  
CORNER AS THE PRODUCT OF CULTURAL  
DIPLOMACY**

(A Case Study on UPT American Corner UIN Walisongo Semarang)

**A THESIS**

**In Partial Fulfillment of the Requirements  
for the Sarjana Degree Majoring American Cultural Studies  
in English Department  
Faculty of Humanities Diponegoro University**

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## **PRONOUNCEMENT**

The writer honestly confirms that she compiles this thesis by herself and without taking any results from other researchers in S-1, S-2, S-3 and in diploma degree of any university. The writer ascertains also that she does not quote any material from other publications or someone's paper except from the references mentioned.

Semarang, May 2017

Millah Nur Chanifah

## MOTTO AND DEDICATION

*Hidup sungguh sangat sederhana. Yang hebat-hebat hanya tafsirannya.*

**Rumah kaca, Pramoedya Ananta Toer**

*Soul, if you want to learn secrets, your heart must forget about shame and dignity.  
You are His lover, yet you worry what people are saying.*

**Jalaluddin Rumi**

*People are usually unreasonable and self centered. Forgive them anyway. If you're kind, they may accuse you of many motives. Be kind anyway. If you're honest, they may cheat you. Be honest anyway. Give the world the best you have, and it may never be enough. Give your best anyway. For you see, in the end, it is between you and Him. It was never between you and them anyway.*

**Mother Theresa**

*This paper is dedicated to  
the readers who are interested in the issues of Moslem and American Politics.*

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I realize that this thesis is still far from perfect. I, therefore will be glad to receive any constructive criticism and recommendation to make this thesis better.

Finally, I expect that this thesis will be useful to the reader who wishes to learn something about research on the response of American political products' users, specifically from Moslem perspectives, towards its cultural diplomacy values.

Semarang, May 2017

Millah Nur Chanifah

## TABLE OF CONTENTS

TITLE.....	i
PRONOUNCEMENT .....	ii
MOTTO AND DEDICATION .....	iii
APPROVAL .....	iv
VALIDATION .....	v
ACKNOWLEDGEMENT .....	vi
TABLE OF CONTENTS.....	viii
LIST OF TABLES .....	x
LIST OF PICTURES .....	xi
APPENDIX LIST .....	xii
ABSTRACT.....	xiii
CHAPTER I INTRODUCTION.....	1
1.1 Background of the Study.....	1
1.2 Aims of the Study .....	4
1.3 Scope of the Study .....	5
1.4 Organization of the Writing.....	5
CHAPTER II LITERARY REVIEW.....	7
2.1 Profile of American Corner .....	7
2.2 Cultural Diplomacy of the United States .....	9
2.2.1 Leader Characteristics and Foreign Policy Performance .....	12
2.3 Scale of Measuring Responses by Rensis Likert .....	14
CHAPTER III METHODS OF THE STUDY .....	16
3.1 Methods of the Study .....	16
3.2 Operational Definition .....	17
3.3 Data Source and Technique of Data Collection.....	17
3.4 Population and Samples .....	18
3.5 Technique of Data Analysis.....	19

CHAPTER IV ANALYSIS .....	20
4.1 Profile of Respondents .....	19
4.2 American Corner as the Product of Cultural Diplomacy .....	25
4.2.1 President and the Construction of American Corner .....	28
4.3 General Knowledge of Indonesian Moslem University Students .....	32
about American Corner as The Product of Cultural Diplomacy	
4.4 The Response of Indonesian Moslem University Students .....	35
towards American Corner as The Product of Cultural Diplomacy	
CHAPTER V CONCLUSION .....	44
REFERENCES .....	46

## LIST OF TABLES

Table 4.1 The Intensity of Visiting American Corner .....	24
Table 4.2 General Knowledge of Indonesian Moslem University .....	33
Students about American Corner as the Product of Cultural Diplomacy	
Table 4.3 The Response of Indonesian Moslem University Students .....	36
towards Facilities of American Corner	
Table 4.4 The Response of Indonesian Moslem University Students .....	38
towards Activities in American Corner	
Table 4.5 The Response of Indonesian Moslem University Students .....	40
towards Cultural Diplomacy of American Corner	

## **LIST OF PICTURES**

Picture 1.1 Profile of American Corner .....	8
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## **APPENDIX LIST**

1. Questionnaire Draft in Bahasa Indonesia
2. Questionnaire Forms

## **ABSTRACT**

In today's civilization, cultural diplomacy as a soft approach in constructing beneficial relationship has remarkably been developed within the international circumstances. In case of American government, the United States also focuses on developing educational services in form of library center as the direct product of its cultural diplomacy which one of them is the construction of American Corner. Aligned with the American Corner UIN Walisongo Semarang, to measure response of its users towards American Corner as the product of cultural diplomacy is interesting, particularly from the students point of view whose educational background has no relation with American Studies at all. This study applies a descriptive approach and quantitative method by distributing questionnaire towards 30 respondents. Theories used in this study are 'American Cultural Diplomacy Product' by Richard. T. Arndt and 'Leader Characteristics and Foreign Policy Performance' by Eugene R. Wittkopf. The data is presented in the form of tables and descriptive report. This study found that there is an ambiguity on the preference of Indonesian Moslem University Students towards the American cultural diplomacy product. Although they admit and realize with the political objectives of American Corner, they are still open to this political product since it brings beneficial features for their personal interests.

*Keywords: American Corner, cultural diplomacy, responses*

# CHAPTER I

## INTRODUCTION

### 1.1. Background of the Study

In today's civilization, branding does matter since it relates to a reputation of something. In the context of international relation, branding is very important because it will lead cause and effect relation within the nationwide. The issue of nation branding emphasizes on the stable relation of the country in the international scale, but it is more specialized for the developed country knowing that it has more stable system. Nation branding is defined as the whole perspective of a country in the point of view of international stakeholders which relates to people, culture, language, history, global brands, etc (Fan, 2006: 12). In the international circumstances, a nation needs to build up a specified branding and it depends on the core value of that country itself. This issue is usually familiar in developed country because it usually has broader international interests.

Talking about international interests, there must be differences within the countries knowing that each nation relates to different cultural background. The whole interests are designed based on the core values of a nation and its relation with some advantages of the country. In determining those interests, government plays the very dominant role knowing that it is the first line in constructing either

national or international policy. As the policy maker, government will manage the whole necessity of a nation in the public policy including the determination of nation branding. According to Eugene (2003: 135), public diplomacy is defined as an influencing method to spread information which is considered as a direct propaganda. Public diplomacy, that is constructed by the government, designs the nation branding that is built up in the other countries and stakeholders which will lead into the reputation of a nation within the international circumstances.

In addition to public diplomacy, it consists of diplomatic policy in many terms and sides. In the United States, government determines the construction process of nation branding by the public diplomacy since it is a democratic country. The idea of cultural policy deals with the values of politics, ideas, educations, and ideals of American social construction and policy held by American people Marelman (1984: 243). Researcher found that it was not only determined by many recent immigrants who were willing to keep their cultural heritage but it also lost the cultural bound (Marelman: 1984: 244). Cultural diplomacy is constructed in many ways which refer to the public policy that aims to build up a nation branding, and one of them is by educational approach (Richard: 1928: 243).

In addition to educational approach of the cultural diplomacy, the United States also focuses on maximizing the way of building the nation branding in terms of giving education to the other countries. One of them is by conducting services by packaging the cultural diplomacy in form of American Corner. American Corner provides the sources of American ideology in the way of

providing educational facilities toward some reputable universities in other countries. American Corner becomes one of the media of American cultural understanding which is proposed by American government in order to expand their culture and it leads to a diverse motivational background of its visitors.

American Corners provide access to current, accurate and reliable information about the political, economical, cultural, educational and social life in the United States via a collection of books, magazines and journals, CD-ROMs, DVDs and access to internet and online databases, and through local programming to the general public. Ten American Corners are located at host institutions throughout the country (the U.S. Department of State: 2005).

American Corner has been constructed in ten different major universities in Indonesia and one of them is located in UIN Walisongo Semarang while the American Corner of UIN Walisongo Semarang was opened on January 25, 2005, located on the second floor of UIN Walisongo Library (the U.S Embassy: 2005). Visitors of American Corner in UIN Walisongo Semarang are quite diverse who mostly come from the practitioners of education who are university students, lecturers, employees of the campus, or even general societies (Ana Afida : 2011: 58).

To analyze the relation of public responses through the visitors of American Corner in UIN Walisongo Semarang is very interesting knowing that in Semarang, it is the only one American Corner which is located on the region of Central Java (Afida: 2011: 55). Besides, the more interesting thing is that most of the visitors are moslems in which very challenging to analyze their response

because beside the visitors has no background of American Studies, the existence of American Corner is in Islamic Universities.

In turn, this phenomenon leads the writer to discover further result of why the students go to American Corner which represents the students' motivation and how actually their response towards this cultural diplomacy product is. The writer describes the explanation about cultural diplomacy of American Corner by using the point of view of the leader characteristics and foreign policy performance to give a broader understanding to the respondents. By this research, the writer tries to measure the response of the Indonesian Moslem University Students towards American cultural diplomacy product by analyzing their agreement or disagreement towards American Corner and also their participation on visiting American Corner of UIN Walisongo Semarang. At last, this paper is important due to the significance of quantifying whether or not the response of Indonesian Moslem University students supports the aims of American political product.

## **1.2. Aims of the Study**

There are two aims of this study, they are:

1. To find out the cultural diplomacy of American Corner through leader characteristics and foreign policy performance.
2. To measure the response of Indonesian Moslem University Students towards American Corner as the product of cultural diplomacy.

### **1.3. Scope of the Study**

The scope of this research can be seen from two aspects that are the object and the respondent. Object of this research focuses on American Corner in UIN Walisongo Semarang as the media of strengthening American nation branding towards its visitors. In addition to that, the writer chooses students of UIN Walisongo Semarang as the respondents of this research instead of other visitors because their educational background is not related to American Studies at all.

### **1.4. Organization of the Writing**

#### **CHAPTER I : INTRODUCTION**

This chapter analyzes Background of The Study, Aims of The Study, Scope of The Study, and The Organization of The Writing.

#### **CHAPTER II : LITERATURE REVIEW**

This chapter describes The Profile of The Object and Theories that are used to analyze the study.

#### **CHAPTER III : METHODS OF THE STUDY**

This chapter consists of The Methods of The Study, Operational Definition, Data Sources and Technique

of Data Collection, Population and Samples, and  
Technique of Data Analysis.

CHAPTER IV : ANALYSIS

This chapter discusses the relevance of the theories  
and those relations with the findings of the study.

CHAPTER V : CONCLUSION

This chapter analyzes the review of the study and  
answers the correlation between the findings and  
aims of the study.

REFERENCES

## **CHAPTER II**

### **LITERARY REVIEW**

#### **2.1 Profile of American Corner**

American Corner is an educational facility in form of a library which is provided by the United States Embassy as the media of expanding the American culture, and it is also a partnership between the Public Affairs Department of U.S. Embassy and host institutions (Fialho: 2013). American Corner is designed to provide a cultural understanding on American civilization and is functioned as the media for supporting the education of students in the other countries while the existence of American Corner is separated in many countries either in the capital city or in the suburb area (the United States Embassy: 2005).

Such countries like Japan, Malaysia, and Thailand have American Corner in an independent library while the others are hosted in the university or various partnerships (Afida: 2011: 56). American Corner exists the most in Russia which has 30 services separated in the whole country sides (Afida: 2011: 57). This public education service is conducted as the form of soft diplomacy which has been separated by the government of the United States under the control of the Department of State Bureau of International Information Program in Washington DC (the United States Embassy: 2005).

Library USA offers access to over 30 authoritative databases, including English Language Learner, Encyclopedia Britannica, the Gale Virtual Reference Library, and more. Resources available through e-Library USA are listed in alphabetical order (the U.S Embassy: 2005).



Picture 1.1

The existence of American Corner in Indonesia is cooperation between the U.S. Embassy and major universities in Indonesia (the U.S Embassy: 2005). Explicitly, American Corner introduces the values, perspectives, and norms of American culture toward the Indonesian people. Besides, American Corner also regularly conducts teaching and learning process towards its visitors such as conducting seminars, cultural understanding, conferences, cultural exhibition, English improvement program of Regional English Language Office (RELO), English Language Fellow (ELF), TOEFL, cinema studies, and education fair (Afida: 2011: 43).

In Semarang, American Corner UIN Walisongo Semarang was opened in January 25, 2005, and it is on the second floor of UIN Walisongo central library (Afida: 2011: 55). It is a partnership program between the Public Affairs Office of the United States Embassy in Indonesia and UIN Walisongo, Semarang, Indonesia (Widodo: 2005). It is located in UPT. Perpustakaan, 2nd floor Kampus

III, Jl. Raya Ngaliyan Km.2 Semarang 50185 (the U.S Embassy: 2005). There are more than 1.100 books and 1000 journals completed with CD Room, video games, musical audio and other facilities which are products from the United States (Prasetyo: 2005). The visitors of American corners are diverse, but they are usually practitioners of education (Afida: 2011: 55).

## **2.2 Cultural Diplomacy of the United States**

Diplomatic relations within the international circumstances has been dynamic during the modern changing era. In the recent centuries, mankind has transformed from the individual based necessities into global demanded societies within the globalization era. Sides of ideology, core values, identities, and heritages have also dynamically grown up to this transformation era and managed to suit the current human necessities. Aligned with that, governments of any nations try to maximize their strategic negotiation in the international scale to grab as much as possible advantages for their own nation. Since diplomacy is very important, sides of public diplomacy have been conducted in the purpose of the nation branding.

As the developed country, the United States is one of the country which has been conducting nation brandings in many diplomatic ways. Eugene (2013) states that the construction of a proper self-image and personal points of view that America has already played to the world defines the characteristics of the United States itself. The unique point is about the moment while the civilization was

destroyed by a brutal force of hard diplomatic ways, another diplomatic ways tried to preserve the civilization by connecting cultures to cultures (Arndt: 2005). From the way of connecting culture to culture, it means that assimilation has performed a sequence of process which converts the adaptation of cultures and customs into an agreement of rules which undirectly strengthening the cooperation.

Talking about diplomatic ways, the interesting diplomatic tool that can be analyzed further is the approach through cultural instruments. The concept of cultural diplomacy refers to the diplomacy of ideals about American social and cultural values which are directly held by American societies (Arndt: 2005). Researcher found that one of the reasons is caused by the recent immigrants who are willing to maintain their own cultural heritage which looses the bounded cultural identity (Merelman: 1984). It can be analyzed from the way America started to consider the importance of tolerance as the smoother approaches to build up a positive nation branding which one of them is softly packaged by maximizing the cultural diplomacy. Multiculturalism, a part of tolerance and the other main values which are divisively challenging, is going to be faced in the cultural diplomacy (Citrin: 1994: 247).

The products of cultural diplomacy of the United States are diverse in some public facilities which are partnerships with many stakeholders. One of its way is through educational approach towards literacy and library (Richard: 1928).

Culture in fact was power: Like the fresh new U.S Embassies, libraries themselves showcased an aspect of U.S democracy. Their contents, access, user-friendly classification systems, furnishings, ample lighting, knowledgable and cheerful staff, open shelves, alternative or critical

viewpoints, and free lending showed how a free citizenry gets its information. The visitors were tasting something Americans take for granted: free access to a wealth of books, including those critical of their government (Arndt: 2005: 3).

Remain, Arndt (2005: 153) also believes that in the most out of the box dreams, none of the founding father before 1940 imagined that America would soon export freestanding libraries and American libraries in the whole world. In terms of the cultural diplomacy, America must have certain goals to expand its cultural approach towards everyone in the world and some certain people must play the most important roles in the construction of the public policy related to the cultural diplomacy.

In proposing the product of cultural diplomacy, cultural diplomacy product has actually been developed to promote American values. Richard (1928) states that with dedicated leadership, the libraries enabled people everywhere to read American books while they showcased a profound political message about information access in a free society. Moreover, they provided a homey setting, which people still remember as their introduction to the wonder of America. They also showed the world, the habits of heart and mind that move American nation (Richard: 1928).

### **2.2.1 Leader Characteristics and Foreign Policy Performance**

Talking about cultural diplomacy, the assigned policy is considered by many factors. According to Roger William (1979), the main actor of the cultural diplomacy is the role of government as the policy maker of a country. To be digged further, government must also have deeper system on determining the policy making process. Drawing upon the further circle, the role of the government is also being managed by many considerations before a cultural diplomacy is being decided. Here, the unique role to be analyzed is the role of president as the core of government. The concept of foreign policy making process has many certain circles (Truman: 1966). It includes the role of president who takes responsibility in the construction of policy decision (Roger William: 1979).

Characteristics of the leader will finally lead to the foreign policy performances knowing that leader is the core of the policy maker. Truman (1966) believes that in the context of real situation, there are some people as part of the whole states who play an act in the foreign policy decision making which clearly consist of president and the firstline of his advisors.

These psychobiographies invariably assume that leaders' personalities are determined by their early childhood experiences, their relationships with parents and peers, their self concept, and the like. These background factors are presumed to mold the leaders' personalities and beliefs and their later decision making styles and policy making behaviour (Eugene: 2003).

Personal characteristics of the leaders can be concluded as the background of the leaders and their way of thinking which influence the policy making that the leaders decide in the public diplomacy especially in terms of foreign policy performance. Aspiration which is brought by the leaders and their closest trusted stakeholders can play the important role in determining the policy because they take the more important and strategic position as the governments who are responsible on the decision making.

Presidents can be understood best by observing their style (habitual ways of performing political roles), world view (politically relevant beliefs), and especially character—“the way the President orients himself toward life—not for the moment, but enduringly (Barber: 1992).

Government of the United States is determined by many important figures, especially the role of president as the executive function who plays an important role on the decision making. Colin Powell, the first secretary of state in the regime of president George W. Bush is very sure about the power of information and technology as the instruments of soft diplomatic approaches which are very attractive for promoting the countries' values and interests in the whole world (Eugene: 2003: 136). On the other hand, the decision of taking either the soft or hard diplomatic ways to strengthen the nation branding is one of the political issue that can be considered by the choices of the president. However, the characteristics of the presidents will influence his way of thinking to consider the decision that he will take which is related to the political diplomacy. Due to those reasons, characteristics which relate to the personal or family background of the presidents are considered important to shape his personality.

### 2.3 Scale of Measuring Responses by Rensis Likert

The response towards cultural diplomacy can be detected by some indicators. For conducting a measurable research, the scale of responses can be identified in a scientific way by analyzing a technique for the measurement of responses which can figure out the responses of societies proposed by Rensis Likert. Idea of analyzing responses might lead to an assumptive and unclear result, but by determining the scale of measurement, the abstraction of responses can be overcome by digging further analysis on the certain statements and observing the involvement intensity of the respondents towards the object which will be scaled into an arrangement of indicators (Likert: 1992: 15).

Several types of measuring responses can be completed explicitly. The respondents are directed to choose agreement or disagreement towards many kinds of statements related to their beliefs. Within the early research about responses in 1930s, there was an assumption stated that explicit measurements would lead into respondents' concrete beliefs and opinions (Hogg, 2011: 176).

Likert scale is scale that evaluates how strongly people agree or disagree with favourable or unfavourable statements about response of an object. Initially, many items are tested. After item analysis, only those items that correlate with each other are retained. Respondents use a five-point response scale to indicate how much they agree or disagree with each of a series of statements. The points use labels such as strongly agree, 'agree', 'undecided', 'disagree', 'strongly disagree', ranging numerically from 5 to 1 (Hogg, 2011: 177).

Ranging with some points including agreement and disagreement, the technique of responses measurement by Rensis Likert will show the preference of

the respondents which will be concluded into mostly favorable or unfavorable responses toward the statements constructed in the questionnaire forms. Likert (1992) states that there are spread statements which reflect responses in an arrangement of scales instead of chronological statements within the surveys of opinion.

Measured with the numeric data, the responses will be presented in the certain choices. This technique will provide data scoring which is in the form of values proposed by number, and the score is calculated by finding out the numerical values of the chosen choice (Likert: 1992). The respondent's score is summed across the statements and the total score is used as an index of their responses.

Where possible, items are selected so that for half of the items 'agree' represents a positive response and for the other half it represents a negative response. The scoring of the latter set of items is reversed (e.g. 5 becomes 1, 4 become 2, etc) before the items score are summed (Hogg, 2011: 177).

Likert (1992: 11) states that Garden Murphy has proven the application of this measurement which is implemented in measuring responses on the social issues in five major areas which are ethnic, international relation, conflicts of economy, politics, and religion. However, the arrangement of scale in Rensis Likert's measurement can represent the conviction of the respondents about the statements that have been proposed in the questionnaire sheets because it also provides the specific arrangement of choices.

## **CHAPTER III**

### **METHODS OF THE STUDY**

#### **3.1. Methods of the Study**

The writer observes the response of Indonesian Moslem University Students in a field research study by using the descriptive approach. By this alternative, there will be quantification on determining the responses by using questionnaire which is arranged in a closed questions method towards the students who visit American Corner in UIN Walisongo Semarang. A questionnaire is structure of technique for collecting primary data, yet it is generally an arranged written question which should be answered by the respondents (Bell: 1999). The writer chooses a closed questionnaire method because Rensis Likert's scale provides specific answers, the respondents will be more convicted so that it will produce more concrete result of the favorable or unfavorable responses of the respondents.

In addition to quantitative method, the writer also uses library research in order to find the most appropriate sources of cultural diplomacy, leader characteristics and foreign policy performance, and scale of measuring responses and the intency of involvements proposed by Rensis Likert that are combined with the internet based sources of e-books, e-journals, and reliable articles.

### **3.2. Operational Definition**

Cultural diplomacy is defined as the concept of public diplomacy refers to the diplomacy of ideals about American social and cultural values held by American societies (Arndt: 2005: 243).

Leader, as the policy maker, is determined playing the important role of conducting policy making. The concept of foreign policy making process has bunches of certain circles. It includes the role of president who take responsibility in the construction of policy decision (Roger William: 1979).

Response is defined as an organizational reaction to a stimulus which is transformed into the form of attitudes and behaviour. Response is a disposition favorably or unfavorably to an object, person, institution, or event (Likert: 1992: 14).

### **3.3. Data Sources and Technique of Data Collection**

The writer uses a closed questionnaire sheet to collect the data. Questionnaire is used to analyze the response of the respondents in some certain questions related to the reasons that trigger the respondents to visit American Corner. In getting the deeper result, the writer divided the statements into four groups which are about their general knowledge towards cultural diplomacy, facilities that are provided by American Corner, the activities conducted in American Corner, and the last is cultural diplomacy of American Corner. Aligned

with that, the writer observes the educational background of UIN Walisogo Semarang's students who visit American Corner that has no relation with American Studies so that a closed questionnaire method will produce more firm convictions of the respondents toward the statements.

The questionnaire consists of 20 statements and 5 types of optional answers ranging from strongly agree, agree, hesitant, disagree, and strongly disagree. The statements are categorized into 4 statements about general knowledge of cultural diplomacy, 3 statements about facilities of American Corner, 2 statements about the activities conducted in American Corner, and 11 statements lead to the response towards cultural diplomacy of American Corner through leader characteristics and foreign policy performance.

### **3.4. Population and Samples**

Population of the research is considered very urgent. According to Cochran (1963), the unity of data experiments, people, etc will describe the definition of population while the undetermined basic units will construct the population itself.

The writer analyzes the visitors of UPT American corner in UIN Walisongo Semarang because every visitor has different ideas on what motivates them to come, how their understanding about cultural diplomacy of American Corner is, and how actually their response towards cultural diplomacy of American Corner is. Population, the larger unity of groups, has its certain part

which is defined as sample (Fink: 2003). Due to this research, the population of this study is the whole visitors of American Corner who come either to visit the library or to get involved in the event conducted by American Corner. Aligned with that, the writer chooses 30 students as the purposive samples of the visitors in American Corner. Students are chosen because they have educational background which has no relation with American Cultural Studies and they also have broader responses towards American Corner as the product of cultural diplomacy.

### **3.5. Technique of Data Analysis**

In doing the research, the writer conducts arrangement of steps. The following are the steps that the writer arranges to analyze the data:

1. The writer distributes the questionnaire to the visitors of American Corner UIN Walisongo Semarang.
2. The writer chooses the students who come to visit the library and the students who attend the activities in American Corner UIN Walisongo Semarang.
3. The writer collects the questionnaire sheets to be analyzed.
4. The writer elaborates the results of the questionnaire with the theories of American Cultural Diplomacy in order to conclude the result of the study.

## CHAPTER IV

### ANALYSIS

#### 4.1. Profile of Respondents

In more than a decade, American Corner of UIN Walisongo Semarang has existed to provide educational services dealing with the sources of references, facilities on conducting educational activities, and international information of exchange understanding to satisfy the visitors who are mostly projected for the students of UIN Walisongo Semarang. Latest reliable data taken in 2010 stated that American Corner has more than 5951 members, and in daily routine, American Corner is visited by around 11 people (Afida: 2011).

Management of American Corner (2017) added that in a month, counter check can record for more than 200 visitors. In determining respondents, the writer chooses UIN Walisongo students instead of the other visitors because the writer uses the point of view of University Students whose daily routine deals with the learning system based on religious values which will represent young generation to measure their response towards American cultural diplomacy. Hereby defined two indicators that the writer considered to determine the respondents of this research :

a. Educational Background

Background of the education can reflect the understanding of the respondents towards the issues. Ana Afida (2011) found that most visitors of

American Corner are students. Due to the primary data taken in March 2017, the writer found that from 30 respondents, there were 9 students from Faculty of Islamic Economics and Business, 6 students from Faculty of Da'wa and Communication, 5 students from Faculty of Shariah and Law, 3 students from Faculty of Ushuluddin and Humanities, 3 students from Faculty of Social and Political Science, 3 students from Faculty of Tarbiyah and Teaching Sciences, and 1 student from Faculty of Science and Technology.

30 respondents of this research consist of 14 male students and 16 female students of UIN Walisongo Semarang whose age is ranging from 18 to 22 years old. The reason which brings the students to visit American Corner is mostly because they are interested in attending the educational activities conducted by American Corner while some others come to look for the references from the book and non book sources provided by American Corner. To analyze the educational background of the respondents, the data relates to the brief description of 7 faculties which are taken from the official website of UIN Walisongo Semarang <http://www.walisongo.ac.id/> and this source is used to draw upon further background of the respondents.

Aligned with the first indicator, the writer considered that educational background is important to predict the level of understanding of the respondents towards statements related to America, their motivation to visit American Corner, and their response towards American Corner as the product of cultural diplomacy. It also relates to the aims of the study by using student's point of view to measure the responses.

b. The Intensity of Visiting American Corner

To know the frequency of the respondents on visiting American Corner is very important for analyzing the level of involvement that they have done in getting interact with this product of cultural diplomacy. The high or low intensity can be the fundamental reasons of the analysis on determining their responses knowing that favorable response will be supported by the higher level of involvements or frequency on visiting American Corner. On the contrary, the lower level of involvements or frequency of getting involved in visiting American Corner may lead the respondents to the unfavorable response towards American Corner as the product of cultural diplomacy.

Table 4.1.

The Intensity of Visiting American Corner

No	Intencity	Frequency	Percentage
1	Once a month	0	0%
2	Twice a month	2	7%
3	3-5 times a month	7	23%
4	> 5 times a month	3	10%
5	Everyday	1	3%
6	Uncertain	17	57%
<b>Total</b>		<b>30</b>	<b>100%</b>

Source: Primary Data 2017

The primary data taken in March 2017 towards 30 respondents as the visitors of American Corner shows that most respondents are actually not really sure about their intensity of visiting American Corner. It means that they can visit American Corner for more than 5 times a month or each month can be different knowing that most of the reason which brings them to visit American Corner is

the educational activity conducted overthere. It can be assumed that 57% of the visitors come to American Corner depending on the periodic agenda of that educational activity itself.

Another data shows that 7 respondents are sure that they come to American corner for 3-5 times a month which can be assumed that in a week, they can visit American Corner for at least once. There is 10% of the total respondents who come more than 5 times a month which can be assumed that in a week, they can visit American Corner for more than once. Therefore, 2 respondents come for only twice a month while there is only one respondent who comes to American Corner everyday.

#### **4.2. American Corner as the Product of Cultural Diplomacy**

Superiority of the United States leads to the American aspiration of conducting a strong political diplomacy either in brutal force or soft apaches. Hence, America is optimistic on finding out the most suitable way to transform their aspirations within the international circumstances reflecting on their self-confidence image of superiority. Cormick (1992) believes that America is different from the other vibes. Pride of being superior and hyperpower encourages their confidence on promoting their own home towards another nations by wielding a soft approach of cultural diplomacy. The unique point to be observed further is by using cultural approaches, it means that America should have

flexibility on implementing their cultural diplomacy knowing that culture of a nation is fluid and dynamic.

Globalization has greatly expanded the means through which people in one country can remain actively involved in another country's cultural, economic, and political life. In fact, money transfer, travel and communications, networks and associations of nationals living abroad, and other new or improved opportunities for expatriates to "live" in one country even as they reside in another may be creating a powerful tool for development (Naim: 2002).

Recently, expansion on promoting cultural idea is defined powerful for the development. One of the cultural diplomacy constructed by the government of the United States is in form of educational service which relates to the construction of mutual understanding process within the multiculturalism and tolerance.

Case studies of two cultural diplomatic products that extend back to Greeks. The first, the "architecture of democracy". The other, overseas libraries. The open-access library was a cultural beacon and a wonder of ancient world. U.S libraries abroad tell a different story. Unlike architecture, they are a direct product of formal U.S cultural diplomacy (Richard: 1928: 142).

Richard (1928: 153) states that United States has a direct product of formal cultural diplomacy which has been separated in the world since 1940s in form of American library center and in more than sixty years, libraries were built by the cooperation between the U.S government and stakeholders in many countries all over the world. In addition to cultural diplomacy of educational services, government of the United States has constructed American cultural center which

is packaged in form of American Corner. Since American Corner is a library, it can be concluded as the product of cultural diplomacy.

American Corner which is separated in the whole world reflects the partnerships and cooperation that are tried to be built by American government with as much as possible stakeholders that they approach.

the United States was willing to cooperate with others to solve global as well as national problems; but if need be, it would also intervene in the affairs of others, unilaterally and with military force, if necessary, to defend its self-perceived vital national interests (Eugene, 2003: 258).

This form of mutual cooperation is considered beneficial for both American government and the stakeholders because instead of gaining the educational facilities from American Corner, the stakeholders can also grab the attention of the people by promoting the international and global scientific knowledge understanding which meets to the current global demand of the societies. Besides, by the existence of American Corner, government of the United States can expand their aspiration of positive nation branding's construction which is packaged in cultural diplomacy by wielding the values of tolerance and multiculturalism.

At rare moments, empires, in fact exported libraries to project knowledge and political power. The very idea of a library did not arise until humankind learned the political and economic power of storing knowledge in retrievable form and in communicating it over distance and time (Richard: 1928: 150).

As the product of cultural diplomacy, American corner meets the definition which is stated by Richard T. Arndt about the function of the library to project knowledge and political power. The visual of American Corner that is

tasted really American collaborated with the actual and attractive educational activities such as seminars on women empowerment and the value of multiculturalism or even religion is evidence that it reflects the function of American Corner as cultural diplomacy product.

#### **4.2.1 President and The Construction of American Corner**

The figure of a nation's leader is remarkably important in the rhetoric of political stage. President, known as the front liner of the policy maker, must have series of considerations and interests on deciding a public policy. In some cases, foreign policy remains urgent since it deals with the image of either the national background or the personal of the president itself. Hilman's conceptualization (1967: 495) states that president, the firstline of his advisers, and another urgent stakeholders in politics are categorized as the most important circle in the process of policy making.

In accordance with the characteristics of the president, Barber has a formulation which draws upon the typical of the leader into some specified behaviours.

Two dimensions of presidential character are critical: the energy presidents put into the job (active or passive) and their personal satisfaction with their presidential duties (negative or positive). The first captures presidents' images of their job description. The second dimension reflects presidents' levels of contentment with their job (Barber: 1992).

Being identified from the energy on doing the job and satisfaction of performances, Barber's formulation can also be applied on the presidency of the United States and its political foreign performances.

Aligned with the existence of American Corner as the product of cultural diplomacy, president of both Indonesia and the United States also have important role on conducting this bilateral cooperation and partnership in form of American Corner's construction. According to the website of the United States Embassy (2005), American Corner was firstly constructed in Indonesia on March, 2004 which was under the regime of George W. Bush and Megawati Soekarno Putri. In every promotion of presidential candidacy within 2004, Bush pictured himself as the enthusiastic person (Eugene, 2003: 500). Further analyzes of George Bush' personal characteristics are pictured by the Barber's formulation.

His presidential character supports his placement in the active-positive quadrant of Barber's typology. Active-positive tend to be happy and self-respecting, open to new ideas, and able to learn from their mistakes. For Bush, there is, first, his energy, enthusiasm, and charisma, which he has used to great effect. Second, there is his deep reservoir of self-confidence—even arrogance, some say—that supports him in all his efforts. As president, he initially adopted a similar approach, emphasizing educational reformation and a faith-based initiative toward helping less fortunate Americans (Eugene, 2003: 500).

The Barber's typhology analysis has proven that George W. Bush has tendency on emphasizing educational reformation and faith-based initiative rather than economical development. He is supported by his open minded characteristic on the new ideas, value of respects, self-confidence, intelligence, and charisma which are remarkably strong on strengthening his foreign political performances.

In the other side, Bush is also popular with his firm principal towards terrorism. Bush' power on leading the response of American citizen towards terrorism on September 2001, leading the extrication from the problems of international policy, and working through the crisis of the country have helped him to define his leadership's characteristics (Greenstein: 2000: 498).

In the other hand, Megawati Soekarno Putri has become the president of Indonesia within the period of 2001-2004 (Wahyuni, 2008: 25 ). Aligned with the relation towards American Corner which is constructed in 2004, role of Megawati is considered important based on the leader characteristics and foreign policy performance. Characteristics which relate to the personality of the president can influence his or her performances on deciding a public policy. In this case, Megawati also has special characteristics which can be correlated to her decision on receiving the idea of American Corner's construction and the bilateral cooperation beyond that cultural diplomacy.

These psychobiographies invariably assume that leaders' personalities are determined by their early childhood experiences, their relationships with parents and peers, their self-concept, and the like. These background factors are presumed to mold the leaders' personalities and beliefs and their later decision-making styles and policy-making behavior (Eugene, 2003: 493).

Childhood experience, family background, the like and self concept which construct the personality can be seen from the historical background of the president. According to Kristin Wahyuni (2008), Megawati was born and raised in a difficult situation. Her childhood experience is hard since her father, Soekarno was sick and being intervened by Soeharto as the new superior power of the

government. Wahyuni (2008) found that Mega is used to stand in a political rhetoric of her family and she has faced the conflicts of interest and the struggle for power. Within the period of becoming the Vice President of Abdurrahman Wahid, Megawati has been popular in the international circumstances and it has become her power once she has been chosen as the president of Republic Indonesia after Gus Dur (Wahyuni, 2008: 50).

Once pairing with Hamzah Haz as her Vice President, Megawati's presidential characteristics' ideology is the combination between national and Islamic cultural values (Wahyuni, 2008: 84). However, this fact supports her acceptance towards American cultural diplomacy. Her political background understanding, childhood life, ideology, and her popularity in the international leaders are correlated to her decision on receiving the construction of American Corner.

Uniquely, both of George W. Bush and Megawati Soekarno Putri have similarities in some cases. Within the period of 2001 to 2004, the period when American Corner in Indonesia was constructed, some of international phenomena happened in the world. In case of America which was under the regime of George W. Bush, terrorism has been popular at that moment.

Despite campaign controversy over Iraq, the American people continued to give Bush high marks for his conduct of the war on terrorism. That applause contributed markedly to his successful reelection bid (Abramson et al: 2005; Campbell: 2005).

The firm focus of George W. Bush on conducting defense against terrorism through the public diplomacy is aligned with Megawati's ideology on the multiculturalism and national Islamic ideology.

This correlation is considered possible that according to Thoiyibi (2008), at that moment, Megawati has a good popularity in the circle of other international leaders and she has also a good relation with George W. Bush. It is proven from the terrorism phenomenon happened in World Trade Center in 2001 when Megawati was the first other nation president who met George W. Bush to deliver the sorrow and support from Indonesian government to face terrorism, yet this relation was getting stronger after terrorist attacks in Bali on 2002 (Thoiyibi, 2008: 48). Similarities on political family background, the ideology of multiculturalism, and mutual support against terrorism have remarkably correlated to their decision to construct American Corner as the cultural diplomacy product between Indonesia and the United States.

#### **4.3 General Knowledge of Indonesian Moslem University Students about American Corner as The Product of Cultural Diplomacy**

Defining the general knowledge of the respondents towards cultural diplomacy is very important to be analyzed because it relates to their understanding towards the cultural diplomacy product they already visited. In correlation with the theory, Richard (1928) states that United States has a direct product of formal cultural diplomacy which has been separated in the world since 1940s in form of American library center. Therefore, the writer proposes 4

statements to measure the general knowledge of the respondents towards American Corner as the product of cultural diplomacy.

Aligned with the technique of measuring responses proposed by Rensis Likert, the writer chooses five responses which can be the alternative answers. They are strongly disagree, disagree, hesitant, agree, and strongly agree. Preference on choosing agree rather than disagree will represent the favorable response towards the statements. In opposite, dominance on choosing disagree will represent the unfavorable response towards the statements.

SD : Strongly Disagree

D : Disagree

H : Hesitant

A : Agree

SA : Strongly Agree

Table 4.2.

General Knowledge of Indonesian Moslem University Students about American Corner as The Product of Cultural Diplomacy

No	Statements	Answers					Total
		SD	D	H	A	SA	
1	Cultural diplomacy is a form of political policy which emphasizes soft approach.	1	5	3	15	6	30
		3%	17%	10%	50%	20%	100%
2	Cultural diplomacy aims to construct an international cooperation due to social and cultural approaches.	0	0	5	15	10	30
		0%	0%	17%	50%	33%	100%

3	American Corner is the example of cultural diplomacy.	0 0%	0 0%	3 10%	24 80%	3 10%	30 100%
4	Due to the role of government on its construction, American Corner is defined as a political product.	0 0%	1 3%	10 33%	16 53%	3 10%	30 100%

Sources : Primary Data 2017

Result of the questionnaire shows that 100% of the respondents choose their answer completely towards 4 variables that indicate their general knowledge about American Corner as the product of cultural diplomacy. Talking about the definition of cultural diplomacy, there are 15 respondents who agree and 6 respondents who strongly agree with the statement of cultural diplomacy as the political policy which emphasizes soft approaches. It means that instead of 30% who do not sure about the definition, 70% of the respondents are firm to choose their answers supporting the statements.

Aligned with that, 83% of the respondents also support the aims of cultural diplomacy while only 17% of the rest shows their hesitant towards the statements. Further statement about American Corner as the product of cultural diplomacy proves that 90% respondents support the statement while 10% are hesitant about that. In terms of American Corner as the political product, the result shows that 63% are sure about that while 33% feel doubt about the statement, yet there is only 1 respondent who declines that statement.

Four of the statements which are fully completed can indicate respondents' understanding about cultural diplomacy and American Corner as the

cultural diplomacy product. 70% agreement towards the definition, 83% agreement towards the aims, 90% agreements that American Corner is a product of cultural diplomacy, and 63% agreement that American Corner is political product indicate that the respondents are sure about cultural diplomacy and American Corner as the product of cultural diplomacy.

#### **4.4 The Response of Indonesian Moslem University Students towards American Corner as The Product of Cultural Diplomacy**

In defining the response of respondents towards American Corner as the product of cultural diplomacy, the writer defines the analysis into three indicators which are the facilities provided in American Corner, the activities conducted in American Corner, and the cultural diplomacy of American Corner itself which can be analyzed from the following results :

##### **a. Facilities of American Corner**

The facilities provided in American Corner are diverse. There are more than 1.100 books and 1000 journals completed with CD Room, video games, musical audio and other facilities which are products from the United States (Prasetyo: 2005).

Culture in fact was power: libraries themselves showcased an aspect of U.S democracy. The visitors were tasting something Americans take for granted: free access to a wealth of books, including those critical of their government (Arndt: 2005: 155).

From the theory by Arndt which defines facilities of library as the indicators of cultural diplomacy values, the writer elaborates 3 statements about facility and its correlation to the respondents' study to measure their response towards facilities in American Corner as the product of cultural diplomacy.

Table 4.3.

The Response of Indonesian Moslem University Students towards Facilities of American Corner

No	Statements	Answers					Total
		SD	D	H	A	SA	
5	Sources of books and non books in American Corner are suitable with what I need in my study.	1	4	9	11	5	30
		3%	13%	30%	37%	17%	100%
6	Computers, wifi, and other facilities in American Corner are suitable with what I need in my study.	1	2	3	15	8	29
		3%	7%	10%	50%	27%	97%
7	Facilities in American Corner should continuously be developed.	0	0	1	6	22	29
		0%	0%	3%	20%	73%	97%

Sources : Primary Data 2017

Based on table 4.3, it can be measured that from 3 statements about the facility of American Corner, there is only one statement which is responded completely by 30 respondents while the others are fulfilled only by 97% of the respondents. It means that there is one respondent who abstains. The first statement talks about sources of books and non books in American Corner. 54% of the respondents are sure that the sources are useful for their study while 30% are hesitant about that. In contrast, there is only 16% or 5 respondents who state that the sources are not beneficial for their study.

In the case of technological facilities, 77% of the respondents agree that it is needed for supporting their study while the number of hesitant and disagree is similar which is 10% or each of them consists of 3 respondents. The data is fulfilled by 29 respondents, yet it is supported by 93% who agree that the facilities in American Corner should be developed. In contrast, there is only 1 respondent who is hesitant about that while there is no respondent who disagree with the statement. To conclude, 54% of the respondents need sources while 77% needs the technological facilities provided in American Corner. Aligned with that, 93% respondents support that facilities in American Corner should be developed.

b. Activities in American Corner

To measure the response of the respondents towards activities conducted in American Corner, the writer determined two statements which represent the regular activities that have been held in American Corner. Besides, American Corner also regularly conducts teaching and learning process towards its visitors such as conducting seminars, cultural understanding, conferences, cultural exhibition, English improvement program of Regional English Language Office (RELO), English Language Fellow (ELF), TOEFL, cinema studies, and education fair (Afida: 2011).

Table 4.4.

The Response of Indonesian Moslem University Students towards Activities in American Corner

No	Statements	Answers					Total
		SD	D	H	A	SA	
8	Seminars, conferences from Native Americans, and cinema studies in American Corner are very interesting.	1	0	1	12	15	29
		3%	0%	3%	40%	50%	97%
9	Education fair, TOEFL preparation, and cultural exchange opportunity in American Corner are very important for my study.	0	0	1	10	18	29
		0%	0%	3%	33%	60%	97%

Sources : Primary Data 2017

Based on the questionnaire, the statement about activities held in American Corner is only fulfilled by 97% of the total respondents. Seminars, conferences from Native American and cinema studies are supported by 90% respondents which consist of 40% who agree and 50% who strongly agree about the statement. There is only 1 respondent who is hesitant and 1 respondent who disagree about that statement. In addition to that are the activities related to education fair, TOEFL preparation, and cultural exchange sharing session which is supported by 93% respondents. In contrast, there is only 1 respondent who feels doubt about the statement, yet there is no respondent who declines the statement. From the data above, it can be interpreted that more than 90% respondents support the activities conducted in American Corner.

### c. Cultural Diplomacy of American Corner

In defining the cultural diplomacy of American Corner, the analysis by using the point of view of American Corner's construction which relates to the role and characters of presidents and their foreign policy performances can be elaborated. The writer determines 11 statements which lead the respondents into the preference of supporting American Corner as the product of cultural diplomacy or not. Aligned with the theory of cultural diplomacy, American Corner reflects the diplomatic relation between Indonesia and the United States which has certain values although it is packaged in form of a library.

With dedicated leadership, the libraries showcased a profound political message about access information in a free society. They provided a homey setting, which people still remember as their introduction to the wonder of America. They also showed the world, the habits of heart and mind that move American nation (Richard: 1928: 160).

In addition to presidents and the construction of American Corner, the writer found that according to the website of the United States Embassy (2005), American Corner, which is firstly constructed in Indonesia on March 2014 under the regime of George W. Bush and Megawati Soekarno Putri, reflects some of both presidents' similarities. Those are on their family background which is political family history, their ideology of multiculturalism, and their support against terrorism which affect their decision to build up a bilateral cooperation which one of them is the construction of American Corner as the cultural diplomacy product between Indonesia and the United States.

Table 4.5.  
The Response of Indonesian Moslem University Students towards Cultural  
Diplomacy of American Corner

No	Statements	Answers					Total
		SD	D	H	A	SA	
10	Cultural diplomacy is more effective than hard diplomacy such as wars.	0 0%	2 7%	1 3%	12 40%	15 50%	30 100%
11	The construction of cultural diplomacy such as American Corner needs the role of president.	0 0%	9 30%	10 33%	10 33%	1 3%	30 100%
12	The first construction of American Corner in 2004 during the presidency of Megawati Soekarno Putri and George Bush indicates the openness of Indonesian towards American government.	1 3%	0 0%	10 33%	15 50%	4 13%	30 100%
13	Megawati's childhood background which was used to interact with politics supports her acceptance on cultural diplomacy.	1 3%	1 3%	10 33%	17 57%	1 3%	30 100%
14	Megawati's ideology of tolerance and multiculturalism supports her acceptance on cultural diplomacy.	0 0%	4 13%	8 27%	15 50%	3 10%	30 100%
15	Megawati's act on delivering the sorrow about WTC 2001 to George Bush reflects their good relation.	0 0%	1 3%	12 40%	14 47%	3 10%	30 100%
16	George Bush' attention towards educational development supports the construction of cultural diplomacy such as American Corner.	0 0%	0 0%	7 23%	20 67%	3 10%	30 100%

17	American Corner is more beneficial for American interests.	4 13%	13 43%	9 30%	4 13%	0 0%	30 100%
18	American Corner is more beneficial for Indonesian societies.	2 7%	7 23%	13 43%	5 17%	1 3%	28 93%
19	American Corner or other American political diplomacy is not a problem for Indonesian societies.	0 0%	2 7%	10 33%	15 50%	3 10%	30 100%
20	Continuance of American Corner and other political cooperations should be expanded.	0 0%	4 13%	2 7%	10 33%	14 47%	30 100%

Sources : Primary Data 2017

10 statements related to cultural diplomacy of American Corner are completely fulfilled by 30 respondents while 1 statement is only responded by 28 respondents, yet this questionnaire shows their preference on responding the cultural diplomacy of American Corner. 90% of the respondents support that cultural diplomacy is more effective than hard diplomacy such as wars while there is only 2 respondents who disagree about that and 1 respondent who is hesitant with the effectiveness of cultural diplomacy.

Talking about the need of president's role in American Corner's construction, there is a diverse response from the respondent which are 33% agree, 3% strongly agree, 33% hesitant, 30% disagree. Statement about the openness of Indonesian towards American government under the regime of Megawati Soekarno Putri and George Bush in 2004, the time when the first American Corner is constructed, also invites the various points of view of the respondents. Half of the respondents agree with the statement, 4 strongly agree, 10

respondents feel doubt, while there is only one respondent who declines the statement.

In terms of Megawati's childhood background which supports her acceptance towards cultural diplomacy, 60% respondents support this idea. 33% respondents are doubt while there is only 6% who declines this statement. Aligned with that is her ideology of multiculturalism which supports her acceptance towards cultural diplomacy. The data shows that it is supported by 60% of the respondents.

The act of delivering sorrow about WTC 2001 from Megawati to George Bush which indicates their close relation that finally lead into their cultural diplomatic cooperation also invites the various responses from the respondents. 47% respondents agree and 10% even strongly agree about this. This data is also followed by 40% respondents who are hesitant with this statement while 3% respondents disagree about this. However, none of the respondent strongly declines this statement. George Bush's focus on educational development which supports his idea of constructing cultural diplomacy such as American Corner is supported by 77% respondents. 23% respondents are hesitant about this while none of them disagree with this statement.

Surprisingly, there is ambiguity on the last 4 preferences of the respondents related to the deeper aspect of cultural diplomacy. Firstly, the statement which states that American Corner is more beneficial for American interests brings the very unique data. None of the respondent strongly agree with

this statement, but 13% respondents agree about that. In contrast, 30% respondents are hesitant while 43% disagree with this statement. Nevertheless, there is also 13% respondents who strongly decline that American Corner is more beneficial for American interests. In the other hand, the ambiguity can be seen from the statement that American Corner is more beneficial for Indonesian societies which is only supported by 20% respondents. 43% of the respondents are doubt about this followed by 23% respondents who disagree and 7% respondents who strongly disagree about the more benefits of American Corner for Indonesian societies.

The other ambiguity is the statement about the existence of American Corner which is not a problem for Indonesian societies. This statement is supported by 60% of the respondents. 33% of them are doubt while 7% disagree, yet none of them very disagree with this statement. At last, continuance of American Corner which should be expanded is surprisingly supported by 80% respondents. 7% respondents are doubt about it while 13% of them disagree with the continuance of American Corner.

Table 4.5 proves that from 11 statements proposed in the questionnaire, 8 statements are supported by more than 50% respondents while the rest 3 statements are supported by less than a half respondents. Therefore, ambiguity towards the elaboration of the last 4 statements indicates the inconsistency of the respondents on their preference towards fully supporting American Corner as the political product or just because American Corner is beneficial for their personal needs, particularly as the worthwhile educational facility.

## **CHAPTER V**

### **CONCLUSION**

Global demand and the existence of culture at this moment are very dynamic and fluid. In a soft way, nations compete each other in wielding partnerships with many stakeholders for gaining beneficial relationships which meet their political interests. In side of cultural diplomacy, cultural understanding packaged in form of educational features and services are remarkably important.

In case of American cultural diplomacy, Richard T. Arndt (1928) describes that America has constructed American library center as the direct product of cultural diplomacy. In addition to that, Eugene R. Wittkopf (2003) explains that the president's characteristics and historical background will influence his political foreign performance and his decision on delivering or accepting cultural diplomacy. Aligned with that is the existence of American Corner as the product of cultural diplomacy which is constructed in Indonesia on March, 2004 during the regime of George W. Bush and Megawati Soekarno Putri (Afida: 2011). Both of Bush and Megawati's similarities in the political family background, idea of multiculturalism, defense againsts terrorism, and their good political relation support their idea of conducting bilateral cultural diplomacy which one them is in the construction of American Corner.

On the other hand, to know response of Indonesian societies about this cultural diplomacy product, particularly Moslem University Students whose daily routine meets the learning system which is based on Islamic values, can be

measured by the point of view of American Corner visitors whose educational background is not related to American Studies at all. Four indicators have been elaborated to quantify the response of 30 respondents towards American Corner as the product of cultural diplomacy which are general knowledge, facilities, activities, and cultural diplomacy itself.

Uniquely, the data indicates an ambiguity which means the inconsistent preference of UIN Walisongo students either they agree or disagree with this political product that they regularly visit. There is an inconsistent preference towards cultural diplomacy values of American Corner. Basically, 90% respondents agree that American Corner is a political product, and 93% respondents agree that facilities in American Corner should be developed. Moreover, 90% of them also support the activities conducted in American Corner. All of these criteria reflect their acceptance that American Corner is not a problem for them.

In contrast to that is when surprisingly, the last 4 statements prove that they are actually hesitant with the political objectives behind American Corner. 43% respondents disagree that American Corner is more beneficial for American interests, but there is only 20% respondents who support that American Corner is more beneficial for Indonesian societies. However, the ambiguity is clearly seen from 60% respondents who are sure that American Corner is not a matter for Indonesian societies. To strengthen this, when the statement aspires that continuance of American Corner or other mutual cooperation between Indonesia and the United States must be expanded, 24 over 30 Moslem University Students strongly support this idea.

In conclusion, the inconsistent response of Indonesian Moslem University Students simply proves that although they admit and realize with the political objectives behind American cultural diplomacy product, they still open with that political product since it brings beneficial features for their personal interests. Moreover, the Indonesian Moslem University Students also strongly support any forms of expansion in bilateral political cooperation between Indonesia and the United States.

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## KUESIONER PENELITIAN

### *THE RESPONSE OF INDONESIAN MOSLEM UNIVERSITY STUDENTS TOWARDS CULTURAL DIPLOMACY OF AMERICAN CORNER (Case Study: UPT American Corner UIN Walisongo Semarang)*

#### **I. IDENTITAS RESPONDEN**

1. Nama :
2. Jenis Kelamin :
3. Usia :
4. Daerah Asal :
5. Fakultas :
6. Jurusan :
7. Nomor Induk (NIM) :
8. Pendidikan Orang Tua :
9. Alasan mengunjungi American Corner :
  - a. Mencari referensi cetak maupun online
  - b. Melakukan kegiatan organisasi
  - c. Mengikuti event di American Corner
  - d. Mencari informasi seputar kebudayaan Amerika
  - e. Membaca koleksi buku
  - f. Menghabiskan waktu luang
  - g. Menggunakan wifiLainnya \_\_\_\_\_
10. Intensitas kunjungan ke American Corner :
  - a. Satu kali dalam satu bulan
  - b. Dua kali dalam satu bulan
  - c. 3-5 kali dalam satu bulan
  - d. Lebih dari 5 kali dalam satu bulan
  - e. Setiap hari
  - f. Tidak tentu

#### **II. PETUNJUK PENGISIAN**

1. Cermati setiap pernyataan yang dijelaskan dalam kolom wawasan umum, fasilitas, kegiatan, dan respon yang terkait dengan American Corner.
2. Berikan tanda centang (√) pada jawaban yang menurut anda paling sesuai.
3. Setelah pengisian kuesioner selesai, mohon kumpulkan kembali kepada yang menyerahkan kuesioner.

4. Keterangan Alternatif Jawaban :

STS : Sangat Tidak Setuju

TS : Tidak Setuju

R : Ragu-ragu

S : Setuju

SS : Sangat Setuju

No.	Daftar Pertanyaan	Alternatif				
		STS	TS	R	S	SS
A. Wawasan Umum						
1	Diplomasi budaya merupakan salah satu bentuk kebijakan politis dengan pendekatan secara halus					
2	Diplomasi budaya bertujuan untuk menjalin kerjasama antar negara melalui pendekatan sosial dan nilai-nilai kebudayaan.					
3	American Corner merupakan contoh diplomasi budaya					
4	Karena perintisannya melibatkan kesepakatan pemerintah, American Corner merupakan bentuk kerjasama politis.					
B. Fasilitas						
5	Referensi Cetak maupun Online di American Corner sesuai dengan kebutuhan perkuliahan.					
6	Komputer, wifi, dan fasilitas lain di American Corner sesuai dengan kebutuhan perkuliahan					
7	Fasilitas American Corner harus terus dikembangkan.					
C. Kegiatan						
8	Seminar, konferensi dari pembicara asal Amerika, maupun bedah film di American Corner sangat menarik.					
9	Pameran pendidikan, Pelatihan tes TOEFL dan informasi pertukaran budaya ke Amerika di American Corner sangat penting bagi kebutuhan perkuliahan.					
D. Respon						

10	Diplomasi budaya lebih efektif dibandingkan dengan pendekatan melalui pemaksaan seperti peperangan.					
11	Pembentukan diplomasi budaya seperti American Corner melibatkan peran presiden					
12	Diresmikannya American Corner pertama tahun 2004 dimasa pemerintahan Megawati Soekarno Putri dan George Bush menandai terbukanya pemerintah Indonesia terhadap pemerintah Amerika.					
13	Masa kecil Megawati yang dekat dengan dunia politik mendukung keputusannya untuk menerima diplomasi budaya.					
14	Ideologi Megawati tentang pentingnya toleransi dan multikulturalisme mendukung keputusannya untuk menerima diplomasi budaya					
15	Ucapan bela sungkawa dari Megawati atas peristiwa WTC 2001 kepada George Bush mencerminkan hubungan baik antara keduanya.					
16	Fokus George Bush terhadap pengembangan pendidikan mendukung terbentuknya diplomasi budaya seperti American Corner					
17	American Corner lebih menguntungkan pihak Amerika.					
18	American Corner lebih menguntungkan masyarakat Indonesia.					
19	American Corner maupun diplomasi lain dari negara Amerika tidak menjadi masalah bagi masyarakat Indonesia.					
20	American Corner maupun kerjasama politis lain antara pemerintah Indonesia dan Amerika harus terus diperluas.					