



Challenges and Opportunities in Integrating Islamic Values into Nation Branding: Experiences of Indonesia and Bangladesh

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Abstract

This study reviews nation branding research in Indonesia and Bangladesh, two Muslim-majority countries, to investigate how they incorporate Islamic values and principles into their nation branding strategies. Both countries, in their efforts to enhance global recognition, have utilized branding campaigns such as "Wonderful Indonesia" and "Beautiful Bangladesh." The focus of this study is to analyze how Islamic values are integrated into these campaigns, particularly in the tourism sector through halal tourism initiatives. The research employs a systematic review method, using Simon Anholt's Nation Brand Hexagon Theory as an analytical framework. The study finds that tourism is the most researched dimension in both countries' nation branding efforts, while the "people" dimension has received the least attention. Additionally, both nations prominently feature Islamic values, particularly in promoting halal tourism, to appeal to Muslim-majority markets. The study suggests that future research should address the underexplored dimensions of governance, investment,

export, and the "people" aspect, and encourages the use of Islamic perspectives in nation branding studies in Muslim-majority countries.

Keywords: Nation Branding, Islamic Values, Global Recognition, Halal Tourism.

Introduction

Nation branding is closely related to the issue of how a nation attracts more foreign visitors or tourists, stimulates new investment, and boosts exports of domestic products.¹ These three things are very important in an economic growth-oriented development program as they can be the sources of a country's income. A great amount of capital owned by a country will foster the process of achieving its development goals. Indonesia is currently carrying out infrastructure developments intensively which requires a large amount of money such as the process of building the new capital city (IKN) in Kalimantan. Therefore, the government as the representative of the state is passionately making efforts to attract investors to be involved in the development process of this giant project. Similar to Indonesia, Bangladesh is also currently engaged in a process of development in various sectors as a means to achieve the objective of attaining a high middle-income status by 2031 and becoming a developed nation by 2041. Bangladesh's endeavors are evidenced by a multitude of advancements, such as the implementation of significant infrastructural projects like the Dhaka Metro Rail and expressways.²

Both the Indonesian and Bangladesh governments are actively engaged in the establishment of nation branding in order to facilitate the continuous development process in these two nations with the aim of attracting investment. The Bangladesh government is concerned with nation branding because the government wants to improve the international perception of the country and attract foreign investment, tourists, and alliances.³ Nation branding is seen as a way to showcase the unique

¹ Keith Dinnie, *Nation Branding: Concepts, Issues, Practice*, Reprinted (Oxford: Elsevier Butterworth-Heinemann, 2009); Volcic, Zala, and Mark Andrejevic. "Nation branding in the era of commercial nationalism." *International journal of communication* 5 (2011): 21.

² ITS International, "Bangladesh - Probably the Most Exciting Infrastructure and ITS Market in the World," August 16, 2023.

³ Paul Robert Gilbert, "Bangladesh as the 'next Frontier'? Positioning the Nation in a Global Financial Hierarchy," *Public Anthropologist* 1, no. 1 (January 22, 2019): 62–80,

characteristics and traits of the country/nation, such as its vibrancy and development efforts. By effectively branding the country, Bangladesh aims to position itself as a worthy destination for investment and tourism, and to improve its overall image on the global stage.⁴ Nation branding is considered a necessity in today's globalized and media-saturated world, where countries are competing for attention and recognition. It is believed that sustained persuasion of public diplomacy, along with concerted efforts from both the public and private sectors, can help achieve the objective of nation branding.

Similarly, the Indonesian government is concerned with nation branding because it recognizes the importance of promoting the country's tourism industry and attracting foreign tourists.⁵ Nation branding allows countries to differentiate themselves from others and compete for tourists.⁶ Indonesia has implemented various nation branding campaigns, such as the "Wonderful Indonesia" campaign, to build awareness and attract tourists.⁷ The use of social media, such as Instagram, has been utilized to promote these campaigns and reach a wider audience. Additionally, hosting sport mega events like the Asian Games 2018 has provided an opportunity for

<https://doi.org/10.1163/25891715-00101005>; Salah S. Hassan, Salah S. Hassan, and Abeer A. Mahrous, "Nation Branding: The Strategic Imperative for Sustainable Market Competitiveness," *Journal of Humanities and Applied Social Sciences* 1, no. 2 (November 15, 2019): 146–58, <https://doi.org/10.1108/jhass-08-2019-0025>.

⁴ Göran Bolin and Galina Miazhevich, "The Soft Power of Commercialised Nationalist Symbols: Using Media Analysis to Understand Nation Branding Campaigns," *European Journal of Cultural Studies* 21, no. 5 (February 3, 2018): 527–42, <https://doi.org/10.1177/1367549417751153>.

⁵ Suadhe Rahmat Siregar and T. Wardhani, "The Practice of Internet Marketing and Nation Brand Towards Indonesian Tourism Sectors," *International Journal of Environmental, Sustainability, and Social Science*, 2023, <https://doi.org/10.38142/ijess.v4i2.521>; Raesita Rakhmawati Rosadi, Gunawan Wiradharma, and Melisa Arisanty, "Wonderful Indonesia Campaign as Indonesia's Nation Branding on Digital Media," *KOMUNIKA*, 2022, <https://doi.org/10.24042/komunika.v5i2.13514>.

⁶ Ni Putu Eka Budi Pradnya Wulandari Dewi et al., "Nation and Cultural Branding on Instagram," *Channel 10*, no. 2 (October 31, 2022), <https://doi.org/10.12928/channel.v10i2.98>.

⁷ Desideria Cempaka Wijaya Murti, I. N. Ratriyana, and Immanuel Dwi Asmoro, "'Dream Now, Travel Tomorrow': Communicating the Nation Branding of Indonesia through Tourism-Based Social Media," *The Howard Journal of Communications*, 2023, <https://doi.org/10.1080/10646175.2023.2169086>; Ayu Septiana Wardani et al., "Perencanaan Komunikasi Pemasaran Terpadu Asian Games 2018 Sebagai Nation Branding," *Journal of Communication Studies* 4, no. 2 (September 30, 2019): 247–63, <https://doi.org/10.20527/mc.v4i2.6232>.

Indonesia to gain global publicity and enhance its nation branding. Overall, nation branding is seen as a way to showcase Indonesia's cultural heritage, natural resources, and unique identity to the world.

As defined by Szondi,⁸ nation branding is "the strategic self-presentation of a country with the aim of creating reputational capital through economic, political and social interest promotion at home and abroad". Thus, nation branding is associated with how a country represents itself with the purpose of creating a reputation or image like how a product or a brand builds their reputation. Product image in the business world is linked to how the product is consumed and -more importantly- how the product generates profits. Similar to business, the image of a country is built with the aim of bringing economic benefits that will boost the processes of achieving development goals that are being performed. The similarity of nation branding with branding of a product cannot be separated from the study of nation branding which is connected to the study of marketing communication strategies commonly found in the business sectors. This is because nation branding and business branding do have a lot in common.⁹

It should be noted, however, that Islamic values can significantly influence the nation branding strategy in Indonesia and Bangladesh by aligning the image of these countries with principles that resonate deeply with Muslim-majority populations around the world. Integrating Islamic values into the branding strategy can enhance Bangladesh's appeal as a destination for halal tourism, a reliable source of halal products, and a country with rich Islamic heritage and culture. These values include kindness, charity, forgiveness, patience, justice, keeping promises, and love of God and those God loves.¹⁰

Rana described Muslim-majority countries like Malaysia, Pakistan, and the UAE have effectively integrated Islamic values into their nation branding campaigns. Each country has adopted unique strategies to emphasize their Islamic heritage, culture, and values in order to attract tourists, investors, and global recognition. Malaysia, for example, promotes itself as a premier destination for halal tourism through its "Malaysia Truly

⁸ Gyorgy Szondi. *Public diplomacy and nation branding: Conceptual similarities and differences*. Clingendael Institute., 2008.

⁹ Irwansyah Irwansyah et al., "Menginisiasi Nation Branding Indonesia Menuju Daya Saing Bangsa," *Jurnal Ilmu Komunikasi* 11, no. 1 (September 8, 2014): 80–91.

¹⁰ Md. Tariqul Islam and Tariqul Islam, "Prospects of Bangladesh as a Halal Tourism Destination" 3, no. 2 (2020): 51–62, <https://doi.org/10.20473/jhpr.vol.3-issue.2.51-62>.

Asia" campaign. This includes highlighting the availability of halal food, Muslim-friendly hotels, and prayer facilities across the country. The campaign emphasizes Malaysia's multicultural heritage, with a special focus on its Islamic cultural elements. It also hosts various Islamic festivals and events, such as the Islamic Arts Festival and the annual Halal Showcase (MIHAS), which attract international participants and visitors. These events showcase Malaysia's commitment to Islamic culture and its leadership in the global halal industry. Malaysia's stringent halal certification process, managed by JAKIM (Department of Islamic Development Malaysia), is promoted internationally. This certification is a mark of quality and adherence to Islamic dietary laws, appealing to Muslim consumers worldwide.¹¹

On the other hand, Pakistan's tourism campaigns often highlight its rich Islamic heritage, including historical sites like the Badshahi Mosque, Faisal Mosque, and the ancient city of Taxila. The "Emerging Pakistan" campaign showcases the country's Islamic architecture, art, and culture to attract both Muslim and non-Muslim tourists. Pakistan promotes religious tourism by highlighting sites significant to Islamic history, such as the shrines of Sufi saints and the historic mosques in Lahore and Multan. The government has launched initiatives to improve infrastructure and services at these sites to accommodate pilgrims. It emphasizes its role in the halal food and textile industries. The country's halal products are promoted in international markets, with a focus on quality and adherence to Islamic principles.¹²

The United Arab Emirates, particularly Dubai and Abu Dhabi, brands itself as a luxury destination that respects Islamic values. This includes the promotion of halal-friendly accommodations, world-class shopping experiences, and cultural attractions like the Sheikh Zayed Grand Mosque. Campaigns such as "Discover UAE" and "Experience Dubai" integrate modernity with traditional Islamic hospitality. The UAE hosts numerous Islamic cultural events, such as the Dubai International Holy Quran Award and the Sharjah Islamic Arts Festival, which highlight the country's commitment to Islamic culture and arts. These events attract international visitors and promote the UAE as a hub of Islamic heritage and

¹¹ M.S. Rana, "Halal Tourism in Bangladesh: An Empirical Study" (Bangladesh, Department of Marketing. University of Rajshahi, 2021).

¹² Rana, "Halal Tourism in Bangladesh: An Empirical Study".

contemporary culture. The Global Islamic Economy Summit, held in Dubai, positions the UAE as a leader in the Islamic economy, including sectors such as halal food, Islamic finance, and halal tourism. The summit promotes the UAE's initiatives and innovations in these sectors, reinforcing its image as a forward-thinking Islamic nation.¹³

When referring to the concept of nation branding both in Indonesia and Bangladesh, it seems that the idea is still new, as well as the research on the topic. As a new field of research, Nation Branding become concern of both academics and practitioners in Indonesia and Bangladesh. Reviewing and mapping of the existing research is needed as a basis of offering future research direction on nation branding in Indonesia and Bangladesh. Hence, this review of research on nation branding is conducted. There are two research questions that will be answered through this study, (1) How the concept of nation branding has been applied to Bangladesh and Indonesia in the past ten years.? (2) How Islamic values influence branding strategies in Indonesia and Bangladesh? (3) What is the future direction of nation branding research in Indonesia and Bangladesh?

Method

This study applies A Systematic Literature Review as a research method. This method is used to find gaps in existing research and offering recommendations for future research.¹⁴ Referring to the review method mentioned, this study conducted a systematic search of relevant articles or papers online through online databases such as Google Scholar, Scopus, and others. In the search process, this research uses several keywords that are often used in nation branding research, including nation branding, nation brand, country brand, country image, country reputation, country identity. This research review articles on nation branding in Indonesia and Bangladesh that were published within the last ten years (2013 – 2023).

This study adopts analytical framework that was developed by Simon Anholt who had already introduced the concept of nation branding for academics, practitioners and policy makers. The concept of refers to the process of creating and managing a country's image and reputation in the

¹³ Rana, "Halal Tourism in Bangladesh: An Empirical Study".

¹⁴ Andy W. Hao et al., "Two Decades of Research on Nation Branding: A Review and Future Research Agenda," *International Marketing Review* 38, no. 1 (August 30, 2019): 46–69, <https://doi.org/10.1108/IMR-01-2019-0028>.

global market. Anholt named the framework as Nation Brands Hexagon ¹⁵. The frame consists of 6 dimensions of nation brands as illustrated in following diagram. These aspects represent different dimensions of a country's brand and are used to assess and analyze the effectiveness of nation branding efforts. The implementation of the nation branding hexagon concept involves promoting and showcasing a country's strengths and unique attributes in each of these areas. The goal is to enhance the country's visibility, reputation, and product recognition in the global market. To investigate how Indonesia and Bangladesh incorporate Islamic values and principles in their nation branding strategies, this research is also guided by Simon Anholt's Hexagon Framework.

Results and Discussion

As discussed earlier that this review applies Simon Anholt's nation brand hexagon frame work to analyse 42 selected articles. The review found that tourism is a dimension of nation branding that is widely researched, followed by three other dimensions, namely governance, investment and immigration and cultural heritage. Meanwhile, for the export and people dimensions, there is only one article each.

Table 1 : Number of Article and Authors Based on 6 Dimensions of Nation Branding

Dimension of Nation Branding	Number of Article	Authors
Governance	5	(Mazari at.al (2023); Febby Amelia Trisakti et al., 2020; Firmanda Satria and Fadillah Fadillah, 2021; Laura Angelina et al., 2023; Manish Jung Pulami, 2022)
Export	1	Sukiada and Parameswari, 2020

¹⁵ GfK, "The Anholt-GfK Roper Nation Brands Index," n.d., https://www.gfkamerica.com/practice_areas/roper_pam/nbi_index/index.en.html.

Tourism	21	(Astia Putri Anggarini et al., 2019; Rahmadana and Prakoso, 2022; E. Mihardja et al., 2023; Edithania, 2018, p. 44; Elen Puspitasari and Indrawati Indrawati, 2021; Engga Ayu Yulliana, 2021, 2021; I Isc et al., 2011; Komala, 2019; Kuri et al., 2020; Masud, 2015; Muhammad Yamin and Yamin, 2020; Raesita Rakhmawati Rosadi et al., 2022; Resa Rasyidah et al., 2019; Retno Budi Lestari et al., 2013; Romi Iriandi Putra and Putra, 2020; Sanjoy Kumar Acharjee, 2023; Satrio, 2021; Tinne, 2013; Utami et al., 2016; Zahra, 2012) (Islam S., and Akter T., 2022; Islam, T.M., 2020)
Investment and Immigration	5	Farida Ayu Brilyanti, (2021); Paul Robert Gilbert (2019) Hino Samuel Jose, “ (2021); Ida Bagus Ngurah Mahardika, Christy Damayanti, and Hasna Wijayati, (n.d.); Cherie Mawuntu, (2020).
Culture and Heritage	7	Desideria Cempaka Wijaya Murti and Murti (2020) ; Hakim, 2018; Ni Putu Eka Budi Pradnya Wulandari Dewi et al., 2022; Ratu Alma Adiba and I. A. Satyawan, 2022; Sarowar Alam et al., (n.d.) Bhuiyan, A.H. and Darda, A. (2018); Rana, M.S. (2021)
People	1	Diestoni and Siahaan (2022)
Others	2	Bolin and Miazhevich (2018); Irwansyah et al., (2014)

Furthermore, this research reviews all selected articles by focusing on how the article discuss Nation Branding dimensions and how the articles incorporate Islamic Values and Principles.

1. Governance

As indicated on the table that there are at least 5 articles that pay attention to the governance dimension. Mazahir investigate the portrayal of Indonesia in the international news media, particularly in relation to Indonesian politics and state actors. It also seeks to analyse the discrepancies in news topics and visual representations across three selected countries, highlighting the prevalence of the physical dimension in visual depictions and the divergence in visual sentiment across nations. The primary finding of this research indicates that Indonesian politics garners the most attention in the media of Qatar, the United States, and Singapore, followed closely by Indonesian state actors. Through the application of comparative content analysis of three international news websites in the aforementioned countries, this article uncovers substantial variations in news topics between nations. Furthermore, the visual illustrations that portray each country's

image dimension in the news exhibit significant disparities among countries, with Singapore predominantly featuring neutral visual depictions, while the United States and Qatar primarily showcase negative valence visuals. It should be noted that this study acknowledges certain limitations, including the relatively small sample size of three countries and the focus solely on news websites rather than television news.¹⁶

Meanwhile, Pulami discusses the role of Bangladesh in global peacekeeping operations and how it has presented itself as a responsible member of the international community. Pulami argues that the military can be considered a soft power, and Bangladesh's remarkable contribution to peacekeeping missions. Furthermore, the strong international and local response has enhanced Bangladesh's Nation Brand, hence proving that peacekeeping missions can serve as a soft power for Bangladesh.¹⁷

2. Export

As Indicated in the table that the article focusing on Export was written by Sukiada and Parameswari (2020). The paper examines the significance of nation branding for Arabica coffee in Indonesia, with a particular focus on Kopi Gunung Catur from Kintamani. It emphasizes the necessity of implementing an effective branding strategy in order to enhance the reputation of Kopi Gunung Catur and expand its market presence. The research identifies that, although Kopi Gunung Catur has successfully implemented competence and contribution strategies, there is a noticeable absence of a communication strategy, which is essential for facilitating market access. The paper proposes that a communication strategy plays a pivotal role in promoting the coffee and enhancing its market penetration.¹⁸

3. Tourism

¹⁶ Mazahir, Ibtesam et al., "Exploring the Image of Indonesia in International News Media through a Comparative Analysis of Leading News Websites from the World," *International Journal of Media and Information Literacy* 8, no. 1 (June 12, 2023), <https://doi.org/10.13187/ijmil.2023.1.145>.

¹⁷ Manish Jung Pulami, "Bangladesh in Global Peacekeeping: Military as a Soft Power in Portraying the Country as a Responsible Power," *The Journal of Bangladesh and Global Affairs*, 2022, <https://doi.org/10.55875/jbga.bd.dec22.001>.

¹⁸ Ni Wayan Rainy Priadarsini Sukiada and Anak Agung Ayu Intan Parameswari, "Nation Branding Kopi Arabika Kintamani (Studi Kasus: Kopi Gunung Catur, Desa Catur, Kintamani, Bangli)" 14, no. 1 (January 31, 2020): 180, <https://doi.org/10.24843/soca.2020.v14.i01.p15>.

As mentioned earlier that tourism is the most popular dimension of nation branding that is studied by researchers. The research on tourism covers the following topic; sport. Tourism in new normal era, As indicated on the table that there are three papers focusing on sport tourism. Yamin and Yamin applied Simon Anholt framework to analyse Asian Game event in Indonesia. The investigation revealed that the event incorporated six elements of nation branding. The analysis concludes that the execution of Indonesia's nation branding in the Asian Games 2018 was triumphant, as all six components of the nation brand hexagon were incorporated into various activities throughout the games. This ensued in a favourable impact on Indonesia's public perception, particularly among the participating nations in the Asian Games 2019. The prosperous implementation of nation branding in the games showcased the Indonesian populace, advanced tourism, emphasized Indonesian products for export, demonstrated proficient governance, enticed investment and immigration, and commemorated the nation's culture and heritage. Overall, the Asian Games 2018 served as a platform to augment Indonesia's visibility, reputation, and product recognition in the worldwide market, thereby contributing to the nation's endeavours in nation branding.¹⁹

Table 2 : Topics Covered by Research on Tourism

Topics	Authors
Sport	Muhammad Yamin and Yamin; Vicky Rahmadana Y. H. D and Havidz Ageng Prakoso, (2022): 284–302; Elen Puspitasari and Indrawati Indrawati, (2023)”)
New Normal	(Engga Ayu Yulliana, 2021)
Digital Media	(Raesita Rakhmawati Rosadi et al., 2022; Resa Rasyidah et al., 2019)
Tourism Brand	(Astia Putri Anggarini et al., 2019; Edithania, 2018; I Isc et al., 2011; Komala, 2019; Kuri et al., 2020; Masud, 2015; Retno Budi Lestari et al., 2013; Satrio, 2021; Tinne, 2013; Utami et al., 2016)
Nature	(E. Mihardja et al., 2023)
Culinary	(Sanjoy Kumar Acharjee, 2023;)(Islam S., and Akter T., 2022; Islam, T.M., 2020)

Meanwhile Rahmadana and Prakoso studied the impact of WSBK and Moto GP event in Mandalika for Indonesian Nation Brand. They

¹⁹ Muhammad Yamin and Muhammad Yamin, “Implementasi Konsep Nation Branding Anholt Dalam Penyelenggaraan Asian Games Jakarta-Palembang 2018” 4, no. 2 (June 5, 2020): 114–41, <https://doi.org/10.32787/ijir.v4i2.122>.

discovered that the organization of international racing sports events, such as WSBK and Moto GP, at the Mandalika Circuit has yielded positive consequences in various domains, particularly with regard to the branding of the nation and the economic impact on Indonesia. The establishment of sports tourism facilities, exemplified by the integrated Mandalika Circuit, in conjunction with the hosting of these events, has contributed to the enhancement of the country's reputation and the attraction of foreign currency earnings. The investigation underscores the significance of sport tourism in augmenting the branding of the nation and underscores the potential of these events in positioning Indonesia as a prominent global tourism destination.²⁰

Second, tourism in a new normal situation. Study on tourism after covid 19 outbreak has been conducted by Yulliana. The study reveals that Cultural diplomacy, which involves showcasing and promoting the cultural aspects of a nation, has been an integral part of the nation branding strategy. The cultural diplomacy approach in the Wonderful Indonesia branding campaign has been adapted to the new normal era through the digitalization of tourism. This involves leveraging digital platforms and technologies to promote tourism and engage with potential tourists. Public diplomacy and digital diplomacy are key components of this digitalization process, allowing for effective communication and engagement with international audiences.²¹

As part of the digitalization efforts, the Wonderful Indonesia logo brand has undergone a transformation. A new slogan, "Thoughtful Indonesia," has been introduced, aligning with the call for people to carry out activities from home during the pandemic. This new slogan reflects the adaptability and responsiveness of the branding campaign to the changing circumstances and needs of tourists. The digitalization of tourism has led to the emergence of new trends and activities in the industry. Solo travel activities, virtual reality tourism, and staycations (vacations spent at home or nearby) are examples of these new tourism activities. These trends cater

²⁰ Vicky Rahmadana Y. H. D and Havidz Ageng Prakoso, "Penyelenggaraan Pagelaran Olahraga Balap Di Sirkuit Mandalika Sebagai Upaya Peningkatan Nation Branding Indonesia," *Moderat : Jurnal Ilmiah Ilmu Pemerintahan* 8, no. 2 (May 31, 2022): 284–302, <https://doi.org/10.25157/moderat.v8i2.2704>.

²¹ Engga Ayu Yulliana, "Diplomasi Budaya Melalui Nation Branding Wonderful Indonesia Di Era New Normal Tourism," *Global and Policy Journal of International Relations* 9, no. 1 (July 19, 2021), <https://doi.org/10.33005/jgp.v9i1.2409>.

to the changing preferences and behaviours of tourists in the new normal era, where safety and flexibility are prioritized.²²

Third, Digital Media. As indicated in the table that there are two papers focusing on tourism and digital media within context of nation branding in Indonesia (Resa Rasyidah et al., Raesita Rakhmawati Rosadi, Gunawan Wiradharma, and Melisa Arisanty). Rasyidah et al investigated the role of millennials in Indonesian Nation Branding in 4.0 era. The study found that Technological developments has led to a shift in the tourism industry from traditional practices to a new paradigm known as industry 4.0, which emphasizes the use of advanced technologies and digitalization. Millennials are seen as a crucial segment in the tourism industry due to their significant influence on travel trends and their high adoption of technology. By involving millennials in the development of the Wonderful Indonesia brand, Indonesia aims to tap into their creativity, social media presence, and ability to spread positive word-of-mouth about the country as a tourist destination. The active participation of millennials in promoting Wonderful Indonesia can help increase the visibility and reputation of the brand, attracting more tourists and boosting the tourism market. This strategy aligns with the broader goal of Indonesia's tourism strategy 4.0, which is to enhance the country's competitiveness in the global tourism market and achieve sustainable growth in the industry.²³

While Rasyidah focusing on the role of millennials in building Indonesian nation brand through digital tourism, Rosadi et.al studied how is Wonderful Indonesia Campaign conducted on digital media. The study revealed that Indonesia, like many other countries, recognized the importance of nation branding and launched a campaign called 'Wonderful Indonesia' in 2011. The campaign aimed to showcase Indonesia's diverse natural beauty, cultural heritage, and warm hospitality to attract international tourists. 'Wonderful Indonesia' campaign focused on promoting the country's unique attractions such as Bali's beaches, Komodo National Park, Borobudur Temple, and traditional arts and crafts.²⁴

Forth, Tourism Brand. The paper that concern with Tourism Brand

²² Engga Ayu Yulliana.

²³ Resa Rasyidah et al., "Strategi Pariwisata 4.0: Peran Milenial Dalam Nation Branding Wonderful Indonesia 2016-2019," *Global Policy* 7, no. 2 (2019), <https://doi.org/10.33005/global>.

²⁴ Raesita Rakhmawati Rosadi, Gunawan Wiradharma, and Melisa Arisanty, "Wonderful Indonesia Campaign As Indonesia's Nation Branding On Digital Media."

of Indonesia is more in number than another topic. This review found that there are six papers covering Indonesia Brand on tourism. For instance, the study that conducted by Sugi and Putri) on the Influence of nation branding on tourist destination preferences. The research disclosed that that the nation branding variables have a significant influence on the preferences of tourists for specific destinations. Among the independent variables, culture and tourism were found to be the most influential factors in shaping tourist destination preferences. Based on the finding the study suggested that increasing the marketing efforts for the tagline "Pesona Indonesia" (meaning The Charm of Indonesia) in a more massive and effective manner. Consistent and continuous marketing efforts are recommended to enhance the image of Indonesia as a tourist destination. It is also important to have optimal support and cooperation among various stakeholders in the tourism industry to align with the message conveyed by the tagline "Pesona Indonesia."²⁵

Similar as Sugi and Putri, Utami and Gaffar investigated the influence of Indonesian campaign of Wonderful Indonesia for Australian decision to visit Indonesia. The study confirmed that nation branding in Indonesia receives high ratings from Australian tourists, particularly in the areas of tourism and culture. The sub-variable of people has the greatest influence on the decision-making process of Australian tourists visiting Indonesia, but it receives a relatively low rating due to dissatisfaction with the service.²⁶

Overall, the decision-making process of Australian tourists visiting Indonesia is rated highly, with the kind of destination being the most influential factor. However, the mode of transportation choice receives the lowest rating due to poor transportation conditions. The research concludes that there is a correlation between nation branding and the decision-making process of Australian tourists visiting Indonesia. A positive perception of Indonesia's nation branding leads to a higher likelihood of visiting the

²⁵ Astia Putri Anggarini, Steffi Priani Sugi, and Astia Putri, "Pengaruh Nation Branding 'Pesona Indonesia' Terhadap Preferensi Tujuan Wisata Masyarakat Kota Bandung," *Jurnal Akuntansi Maranatha* 11, no. 1 (May 7, 2019): 61–76, <https://doi.org/10.28932/jam.v11i1.1542>.

²⁶ Sri Utami, Vanessa Gaffar, and Vanessa Gaffar, "Pengaruh Strategi Nation Branding 'Wonderful Indonesia' Terhadap Proses Keputusan Berkunjung Wisatawan Australia Ke Indonesia," *T.H.E. Journal* 4, no. 1 (April 6, 2016): 693–704, <https://doi.org/10.17509/thej.v4i1.1978>.

country.

Fifth, Islamic values have also influenced nation branding in Bangladesh, particularly through the promotion of halal tourism and halal products. Islam S. and Akter T. mentioned that while the "Beautiful Bangladesh" campaign primarily focuses on the country's natural beauty, cultural heritage, and historical landmarks, there are elements within it that align with Islamic values. Halal Tourism may be seen in three ways: (1) promotion of religious sites; (2) Muslim-friendly amenities; and (3) Halal food and products development. Bangladesh has several significant Islamic heritage sites, such as the Baitul Mukarram National Mosque, the Star Mosque, and various ancient mosques and mausoleums. These are promoted to attract Muslim tourists from around the world. The promotion often highlights the ease of access to prayer facilities, Islamic historical tours, and the availability of halal food. The country boasts of Muslim-friendly amenities. Airports in the country, including the main international gateway "Hazrat Shahjalal International Airport," has many Muslim-friendly amenities such as prayer rooms, Wudhi facilities and halal food. Hotels and resorts often provide facilities such as prayer rooms, halal food options, and other amenities that cater to Muslim travelers. This is emphasized in promotional materials to attract a broader Muslim tourist base. Efforts are made to ensure that tourist destinations are welcoming and accommodating to Muslim travelers, including the provision of prayer mats, Qibla direction signs, and appropriate timings for religious observances.²⁷

In terms of Halal products, Islam, T.M. stated that the promotion of Bangladesh's halal food industry is part of its broader branding strategy. The country exports a variety of halal products, including processed foods, meat, and other consumables, which are marketed as adhering to strict halal standards. These products are often highlighted in international trade fairs and promotional campaigns to showcase Bangladesh's commitment to quality and Islamic dietary laws. Bangladesh has developed robust halal certification processes to ensure that products meet international halal standards. This certification is a key selling point in branding campaigns aimed at Muslim-majority countries. The government and private sector collaborate to promote Bangladesh as a reliable source of halal products,

²⁷ Md. Tariqul Islam and Islam, Islam, "Prospects of Bangladesh as a halal tourism destination." *Journal of Halal Product and Research* 3, no. 2 (2020): 51-62.

enhancing its reputation in the global market.²⁸

4. Investment and Immigration

As indicated in the table that there are four papers concerning investment and immigration. Among those paper is written by Mawuntu. The paper explores the potential of using the Ring of Fire, a geological phenomenon in Indonesia, as a key issue in building the nation branding of Indonesia. The research found that the Ring of Fire could be a significant aspect of Indonesia's identity and nation branding, and it could be promoted through tourism, culture, and media coverage. The study also discusses the concepts of Nation Branding and Competitive Identity and how they can be applied to Indonesia's case. furthermore, the research highlights the importance of non-state actors in capitalizing on the potential of the Ring of Fire as a nation branding tool.²⁹

Another Research focusing on Investment and Immigration aspect of Nation Branding was conducted by Mahardika et. al (n.d). The research explores the impact of Indonesian diaspora restaurants in the United States on the development of Indonesia's nation branding. The paper discusses the significance of nation branding for a country's economic growth and outlines the role of culinary experiences in tourism and nation branding. It emphasizes the importance of Indonesian cuisine as a tool for promoting cultural exchange and international cooperation, particularly in the context of the United States.³⁰

The study highlights the diverse range of Indonesian culinary specialties and the potential for these dishes to serve as assets for promoting Indonesia's nation branding. It also discusses the challenges and opportunities faced by Indonesian diaspora restaurants in the United States in contributing to the nation branding efforts of Indonesia. In addition, the paper provides insights into the role of diaspora restaurants in promoting Indonesia's nation branding, particularly through the lens of culinary diplomacy and the experiences of the Indonesian community in the United

²⁸ Md. Tariqul Islam and Islam.

²⁹ Cherie Mawuntu, "Peran Aktor Non-Negara Dalam Mengkapitalisasi Isu Ring Of Fire Sebagai Nation Branding Indonesia," *Jurnal Administro : Jurnal Kajian Kebijakan Dan Ilmu Administrasi Negara* 2, no. 1 (July 9, 2020): 23–28, <https://doi.org/10.36412/jan.v2i1.1999>.

³⁰ Ida Bagus Ngurah Mahardika, Christy Damayanti, and Hasna Wijayati, "Kontribusi Diaspora Restoran Terhadap Nation Branding Indonesia Di Amerika Serikat, *Jurnal Ilmu Hubungan Internasional LINO* 2, no. 1 (2022): 18-30.

States.³¹

Meanwhile Briliyanti investigated how the KNB Scholarship program can be used as a tool for soft power diplomacy and improve Indonesia's nation branding efforts through the internationalization of higher education. The study found the positive impact of the scholarship program on international relations and the promotion of the Indonesian economy. It also identifies areas for improvement in the implementation of the program to maximize its benefits for all stakeholders involved.³²

The last research related to Investment and immigration is the research conducted by Jose. The research discusses the role of Corporate Diplomacy in the expansion of GO-JEK through the establishment of GO-VIET in Vietnam from 2018-2020. The study uses a qualitative approach with content analysis as the method of data collection. The research finds that GO-VIET, as a subsidiary of GO-JEK, has a harmonious work ethic and business model, which can make it a key player in the Vietnamese market in the next 2-3 years. However, GO-VIET needs to expand its service coverage to various regions in Vietnam to increase public recognition and penetrate markets that are still dominated by Grab. The study also highlights the importance of Nation Branding in promoting Indonesia's economic interests in Vietnam. The research concludes that Corporate Diplomacy plays a crucial role in the success of GO-JEK's expansion in Vietnam.³³

5. Culture and Heritage

The fifth-dimension of nation branding according to Anholt is Culture and Heritage. Based on the data recap on research of nation branding in Indonesia, study on culture and heritage is similar in number as study on investment and immigration. Among those studies is a research that was carried out by Adiba and Setiawan. They explored heritage diplomacy of Borobudur under Joko Widodo regime. The study found that Borobudur, an Indonesian heritage site, has been a subject of political conflict due to various interests within the tourism framework. Therefore,

³¹ Mahardika, Damayanti, and Wijayati.

³² Farida Ayu Brilyanti, "Nation Branding Through Knb Scholarship As Soft Power Diplomacy," *Dinasti International Journal of Education Management And Social Science* 2, no. 5 (July 8, 2021): 756–62, <https://doi.org/10.31933/dijemss.v2i5.850>.

³³ Hino Samuel Jose, "Corporate Diplomacy GO-JEK Melalui Pendirian GO-VIET 2018-2020: Tinjauan Nation Branding Indonesia Di Vietnam," *Le Journal de La Renaissance* 6, no. 2 (July 31, 2021): 817–28, <https://doi.org/10.53878/jr.v6i2.152>.

the development of Borobudur and its surrounding environment has been deemed unsuccessful and difficult to resolve, requiring the implementation of Heritage Diplomacy. According to the research the concept of heritage diplomacy and nation branding can help to analyze and reform Indonesian Borobudur Heritage policy in order to make sure the sustainability of Borobudur since the Sustainable heritage is crucial as it represents national sovereignty, identity, and has the potential to make a wider impact through tourism.³⁴

The second paper that focus on culture heritage is written by Dewi et. al. The paper investigates the use of Instagram in the 2019 Indonesian Arts and Culture Scholarship program, particularly in the moment of production, which pertains to the process of adding meaning to cultural products through the design, manufacture, and preparation of communication messages. The paper indicates that Instagram is an effective platform for promoting the art and culture of a nation. Specifically, in the case of the 2019 Indonesian Arts and Culture Scholarship program, Instagram was used to build a strong national and cultural brand. By leveraging Instagram's features, the program was able to showcase the diversity of Indonesian culture to a wider audience, both domestically and internationally. This, in turn, led to more interest in the program and increased participation in subsequent years.³⁵

Almost similar as two previous researches, Hakim examined the success of the Indonesian government in using batik culture to build the nation's brand and investigate the positive impacts of batik's designation as one of Indonesia's cultural heritages. He also discusses the role of batik artists and cultural experts in preserving and promoting batik culture and the efforts of the government and other stakeholders to raise awareness among the younger generation about the importance of batik. Hakim found that efforts to promote and preserve Indonesia's batik culture have been successful in building the nation's brand and contributing to the country's

³⁴ Ratu Alma Adiba and I. A. Satyawati, "Borobudur Heritage Diplomacy of Indonesia as Nation Branding Strategy under President Joko Widodo Administration," *Proceedings of the 2nd International Joint Conference on Hospitality and Tourism, IJCHT 2022*, 6-7 October 2022, Singaraja, Bali, Indonesia, 2022, <https://doi.org/10.4108/eai.6-10-2022.2325714>.

³⁵ Ni Putu Wulandari, Eka Budi Pradnya, Nursyirwan Effendi, and Emeraldy Chats. "Nation and Cultural Branding on Instagram: Case Study of Indonesian Arts and Culture Scholarship (IACS) Campaign Program." *CHANNEL: Jurnal Komunikasi* 10, no. 2 (2022): 177-190.

economy. He highlights the positive impact of government policies, such as the inclusion of batik in the school curriculum and the granting of patents and copyrights to batik artists, as well as the role of other stakeholders in promoting and preserving batik culture. Hakim also emphasizes the importance of cultural heritage preservation and regeneration in building a nation's brand and promoting economic development.³⁶

Different from other studies on culture and heritage, Murti (2020) conducts a comparative study between Japan and Indonesia in performing rural heritage for nation branding of both countries. The study aims at discussing the concept of performing rural heritage for nation branding, specifically comparing Japan and Indonesia. The study highlights the importance of cultural heritage tourism, visual communication, marketing communication, spaces, and media in relation to the intersection of cultural heritage tourism as well as the contribution of the preservation of mountain areas, forests, and local plants in both countries, for to the construction of narratives of cultural heritage. The study also emphasizes that planning management with the participation of locals, improving the regional environment, and setting up exhibition facilities and a tourist service center. The study concludes that performing rural heritage plays a significant role in nation branding, particularly in the context of cultural heritage tourism for both Japan and Indonesia.³⁷

Bhuiyan, A.H. and Darda, A. and Rana, M.S. discussed the extent of integration of Islamic culture in the "Beautiful Bangladesh" campaign. While the "Beautiful Bangladesh" campaign itself may not explicitly center on Islamic values, elements of halal tourism and products are subtly woven into the broader narrative. This includes: (1) Highlighting Halal-Friendly Destinations: Promotional materials often feature destinations known for their halal-friendly facilities and services, making them attractive to Muslim travelers; (2) Cultural Festivals: Events and festivals that celebrate Islamic culture and heritage are promoted as part of the national identity, appealing to both domestic and international audiences; and (3) Collaborations with

³⁶ Lutfi Maulana Hakim, "Batik Sebagai Warisan Budaya Bangsa dan Nation Brand Indonesia," *Nation State Journal of International Studies* 1, no. 1 (December 31, 2018): 61–90, <https://doi.org/10.24076/NSJIS.2018v1i1.90>.

³⁷ Desideria Cempaka Wijaya Murti and Desideria Cempaka Wijaya Murti, "Performing Rural Heritage for Nation Branding: A Comparative Study of Japan and Indonesia," *Journal of Heritage Tourism* 15, no. 2 (March 3, 2020): 127–48, <https://doi.org/10.1080/1743873x.2019.1617720>.

Muslim-Majority Countries: The campaign often partners with countries in the Middle East and Southeast Asia, emphasizing shared cultural and religious values to attract tourists and investors from these regions. While the "Beautiful Bangladesh" campaign showcases the country's diverse attractions, there is a clear integration of Islamic values through the promotion of halal tourism and products. This approach not only enhances Bangladesh's appeal to Muslim tourists and consumers but also strengthens its position in the global market as a nation that respects and promotes Islamic principles. It should be noted that Bangladesh is one of the top 20 countries on the Global Muslim Travel Index (GMTI) according to the GIEI (Global Islamic Economy Indicator) Report 2019.³⁸

6. People

The last dimension of nation branding according to hexagon framework is people. This review found one article exploring the dimension³⁹ (Diestoni and Siahaan, 2022) . The article discusses the impact of Indonesian society's politeness in social media on the perception of the Indonesian state in the eyes of the world, emphasizing the importance of practicing ethics in communication. The article also explores the problem of Indonesians using bad language on social media and how it can damage Indonesia's reputation, suggesting that applying ethics to social media is crucial for improving the country's image.⁴⁰

The paper found that applying ethics and practicing politeness in communication on social media is crucial for improving Indonesia's image and perception globally. The paper also suggests that if Indonesia becomes known as a polite and open-minded country, it has the potential to be considered the politest country in the world, both in real life and on social media, which would positively impact its nation branding.⁴¹ The study emphasizes the importance of socializing and practicing ethical behaviour on social media for all users, as it plays a significant role in shaping the

³⁸ Abul Bashar Bhuiyan et al., "Prospects and Potentials of Halal Tourism Development in Bangladesh" 4, no. 2 (December 20, 2018): 93–106; Rana, "Halal Tourism in Bangladesh: An Empirical Study."

³⁹ Eraskha Paskhalia Christalenti Diestoni and Chontina Siahaan, "Pengaruh Kesantunan Masyarakat Indonesia Dalam Bermedia Sosial Terhadap Nation Branding" 2, no. 1 (2022).

⁴⁰ Diestoni and Siahaan.

⁴¹ Diestoni and Siahaan.

perception of the Indonesian state internationally. The research also recommends the need for Indonesian internet users to change their attitudes towards social media and adopt more polite behaviour to enhance the nation's branding and reputation.⁴²

The Future of Nation Branding Research in Muslim-Majority Countries

Based on the discussion as outlined, this review of nation branding research draws the following conclusions: first, the majority of nation branding research in both Indonesia and Bangladesh pays attention to the tourism dimension. On the other hand, the people dimension is the dimension least studied by nation branding researchers. As Muslim majority countries, Indonesia and Bangladesh incorporate Islamic values and principles into their tourism industry through halal tourism label. This review recommends the future direction of nation branding research as follows; Nation branding research must pay attention to other dimensions of nation branding such as governance, exports, investment and immigration, culture and heritage, more specifically the dimension of people which has received little attention from current nation branding research.

The authors would like to make recommendations to policymakers in Indonesia and Bangladesh, particularly in integrating Islamic values in nation branding strategies. The first recommendation is to highlight Islamic heritage sites in the Wonderful Indonesia and Beautiful Bangladesh campaigns. These include the promotion of religious and historical sites, Islamic tours, and Muslim-friendly amenities (such as Halal food and prayer facilities). The second recommendation is to promote Halal products and industry; explaining its stringent certification process to assure international consumers of the quality and authenticity of Indonesian and Bangladeshi halal products. The strategy involves the participation in international halal trade fairs, and the creation of a distinct brand identity of halal products.

The recommendation is to hosts and promote Islamic festivals, such as Eid celebrations and Islamic cultural fairs, to enhance cultural understanding. These countries may also organize Islamic arts and cultural festivals; positioning as a hub for Islamic culture. The fourth recommendation is to bring attention to Islamic educational institutions. It may organize international Islamic conferences to illustrate contributions to

⁴² Diestoni and Siahaan.

Islamic scholarship. The fifth recommendation is to launch intensive digital and media campaigns that take full advantage of the latest technologies. The campaigns may include influencer collaborations and stories (content) that show the Islamic heritage and culture of the country. Concretely, the Wonderful Indonesia and Beautiful Bangladesh campaigns may incorporate the following elements: (1) dedicated sections on Islamic heritage sites, halal food options and Muslim-friendly amenities; (2) themed tours on Islamic history, architecture and cultural experiences; and (3) create material in multiple languages to attract tourists from the Middle East and other Muslim-majority regions..

Conclusion

This study shows that nation branding in Indonesia and Bangladesh has largely focused on the tourism dimension, with an emphasis on halal tourism labels that integrate Islamic values, considering both countries are Muslim-majority nations. While the tourism dimension has received significant attention, other dimensions such as exports, governance, investment and immigration, culture and heritage, and people have received less focus in nation branding research. This creates a gap in the study of nation branding that needs to be addressed by expanding the focus to include the underexplored dimensions, particularly exports and people, which have great potential in building a competitive national identity.

The recommendations provided in this study suggest that nation branding research in Indonesia and Bangladesh should broaden its focus to include other dimensions such as exports, investment, and culture, as well as giving more attention to the people dimension, which has been less studied. Additionally, integrating Islamic values into nation branding strategies, particularly through the promotion of Islamic heritage sites, halal products, and Islamic cultural festivals, is expected to strengthen the countries' global image. By utilizing digital technologies and media to promote Islamic heritage and the values embedded in it, both countries can enhance their appeal as competitive halal tourism and economic hubs.

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