

## International Culture Awareness: Indonesia-Thailand Joint Community Service

Kukuh Arisetyawan<sup>1\*</sup>, Aminudin Ma'ruf<sup>2</sup>, Tony Seno Aji<sup>3</sup>, Hendry Cahyono<sup>4</sup>, Wenny Restikasari<sup>5</sup>,  
Prattana Srisuk<sup>6</sup>, Nico Irawan<sup>7</sup>, Safa Kharisma<sup>8</sup>

1,2,3,4,5,8 Faculty of Economics and Business, Universitas Negeri Surabaya, Indonesia  
6,7 Thai Global Business Administration Technological College, Thailand

\* Corresponding Author

Email: [kukuharisetyawan@unesa.ac.id](mailto:kukuharisetyawan@unesa.ac.id)

---

### Abstract.

*The introduction of Indonesian culture is carried out through an understanding of ethnicity, art, language, and customs. This cultural sharing is considered effective as a means to promote the nation's culture and increase understanding between nations as a bridge to improve cross-cultural understanding and strengthen bilateral relations between the two countries. By introducing Indonesia's cultural diversity to the Thai people, it is hoped that it can increase understanding of the importance of culture as a form of national identity and maintain social harmony. By using the observation approach, sharing season, and presentation to identify the impact of the introduction of Indonesian culture on the perception of Thai society, with the main focus on cultural understanding, we can establish international cooperation. This study shows that this cultural introduction initiative can enrich Indonesia's cultural insights in the Thailand community, especially in Thai Global Business Administration Technological College (TGBC), as well as make them aware of the importance of culture as a national asset that must be preserved and appreciated. This can open up opportunities for cooperation in academic and non-academic fields, which will later create a closer and mutually beneficial relationship between the two countries.*

**Keywords:** Cultural recognition, international cooperation, national identity and cross-cultural.

---

## I. INTRODUCTION

Culture is a fundamental aspect that forms the identity of a nation and is a valuable asset of the state in enriching life as well as a complex whole, including knowledge, beliefs, art, morals, science, customs, and habits as members of society [1]. It is inherited from generation to generation, which reflects the identity of a nation and plays an important role in building and strengthening relations between nations. Culture is a tool of diplomacy in promoting cross-cultural understanding. Nations can understand and respect each other's differences, which in turn will encourage the creation of cooperation in various fields, such as the economy, education, and technology. Nationally, culture plays a role as a social glue that unites people with diverse backgrounds, provides collective identity, and is a means to strengthen the sense of love for the homeland. Indonesia is a multicultural country consisting of more than 17,000 islands inhabited by hundreds of tribes with diverse regional cultures, races, religions, languages, and customs. Indonesia is a country rich in cultural diversity, consisting of a collection of local cultures [2]. According to Ki Hajar Dewantara, national culture is the pinnacle of local culture. In the 1945 Constitution, Article 32, Paragraph 1, explains that *"The State advances Indonesia's national culture in the midst of world civilization by guaranteeing the freedom of the people in maintaining and developing their cultural values."* As well, nation-building based on local wisdom can foster a strong national identity and become part of efforts to maintain state sovereignty [3]. Therefore, the introduction and strengthening of this culture need to be carried out through programs such as community service, cultural exchanges, language teaching, art and cultural exhibitions carried out at the national or international level.

Not only to preserve culture but also to build or strengthen diplomatic relations that can support the creation of stronger international cooperation. However, in the era of globalization that is growing rapidly, it has an impact on very rapid transformation [4], and easily accessible information, technology, and communication flow facilities can cause various problems in the field of culture [5]. Such as the beginning of the forgetting of local culture, the erosion of cultural values, the decline of a sense of nationalism, and a lifestyle that changes not according to the culture. Globalization in the digital era requires smart and careful

attention and action to preserve local cultural diversity while still being open to global influences [6]. A major challenge faced by many countries today is the loss of cultural identity. Weakened cultural identity can result in the loss of traditional values and customs that have been inherited. The importance of preserving cultural identity is the main reason why the community service program on culture needs to be carried out, especially in the international arena. In today's globalized world, the utilization and development of local cultural wisdom can be Indonesia's attraction and strength in global competition [7]. By introducing and promoting culture in an international environment, it can increase awareness and appreciation of Indonesia's cultural identity and encourage tolerance between cultures [8]. This can be a strategic step in maintaining cultural identity in the midst of globalization, as well as strengthening cooperative relations between countries. International cooperation is the key to facing various global challenges, ranging from economic, social, cultural, and educational to climate change.

One of them is education, which has an important role in building relations between countries because education is one of the means to create an environment where mutual learning maintains unity, tolerance, and cooperation, which in turn will strengthen the bonds between countries. The countries involved can share knowledge, technology, and resources to achieve common goals. In the context of relations between countries, cooperation in the field of education through the introduction of local culture can be a strong foundation to strengthen bilateral relations, enrich the student learning experience, and create wider cooperation opportunities in the future. This time the International community service was held in Thailand because the people are also known as "multiculturalism" in the sense of being side by side in the existing cultural diversity [9]. This diversity provides an opportunity to learn how rich cultural dynamics and tolerance can be manifested in everyday life, further strengthening cross-cultural understanding and international cooperation. However, in this era of globalization and modernization, it brings its own challenges, especially in efforts to maintain traditional values while adapting to global changes. Therefore, this community service also facilitates the exchange of knowledge, experience, and best practices between Indonesia and Thailand [10]. Through the Thai Global Business Administration Technological College (TGBC), which was chosen as the venue because it has a track record in international cooperation, including Indonesia, TGBC is a higher education institution that focuses on business and management skills with a technological approach. TGBC is active in establishing educational cooperation in various countries, such as through student exchange programs, international seminars, and research projects.

By utilizing existing relationships, it makes it an ideal object for the implementation of this community service. The objective is to introduce and analyse cross-culturalism between Indonesia and Thailand by identifying new opportunities that can arise from this increase in cultural understanding, as well as to evaluate the impact of Indonesia's cultural introduction on cross-cultural understanding and appreciation among students, lecturers, and TGBC management, and to develop strategic recommendations to maximize the potential of cultural recognition as a tool of diplomacy that can strengthen bilateral relations between the two countries. This community service is carried out through an observation approach that directly observes and records phenomena that occur in the field. This observation is the most important thing in the research [11]. Observations were made at TGBC to observe how the introduction of Indonesia's local culture is integrated into academic and non-academic activities. Then the sharing session was carried out by discussing directly with the participants who were present to get more in-depth information. In this activity, the sharing session was carried out with various parties involved in the introduction to Indonesian culture program, including local students, international students, lecturers, and management. The last presentation was a cultural introduction to explain culture and findings to participants and measure their response to the objectives of this study. In this context, presentations are also used as a tool to disseminate information about Indonesia's culture. This activity is expected to make a real contribution to maintaining cultural identity and strengthening Indonesia's position in the international arena through a strategic cultural approach

## **II. RESULT AND DISCUSSION**

### **2.1 Introduction to local culture at TGBC**

Introduction to local Indonesian culture at TGBC Thailand focuses on the importance of understanding and appreciating cultural diversity and richness. As well as cultural integration that can open up opportunities to form broader perspectives, develop adaptive skills, and gain a competitive advantage in an increasingly connected world [12]. It covers aspects such as traditions, art, language, and social values that are unique to each country. Through open dialogue at the seminar, the two countries learned from each other and found similarities that can strengthen bilateral relations. The discussion also highlighted the challenges of preserving culture in the modern era and how the two countries can collaborate to overcome these challenges.

However, there are challenges that need to be faced in this activity, such as limited resources and time. However, the benefits obtained from this cultural activity are much greater than the obstacles faced. In this activity, various aspects of Indonesia's culture, such as customs, belief systems, art, and history, were discussed in depth to enrich the participants' knowledge and open up space for constructive dialogue on cultural differences and similarities between the two countries. There are cultural differences among international students related to communication. Wardhan & Khan [13] who study cross-cultural communication, show that culture is one of the most important factors in communication. International students who study Indonesian culture have their own culture, so cultural exchange occurs.



**Fig 1.** Introduction to local Indonesia culture through presentations

Introduction to local Indonesian culture through presentations The Indonesian nation was formed through a long journey; therefore, the nation's national identity cannot be separated from the cultural roots that underlie it. With the values contained in the five precepts of Pancasila, namely divinity, humanity, unity, populism and justice which objectively had been possessed before this country was founded. The participants revealed that the discussion of Indonesia's local culture has helped them understand the social and historical context behind a particular culture. For example, discussions about traditional ceremonies or religious rituals in Indonesia often trigger comparisons with similar practices in Thailand. It has opened up new insights into how culture is influenced by geographical and historical factors.



**Fig 2.** Live discussions with participants

This discussion on culture provided an opportunity for participants to ask questions, clarify their understanding from their perspective, which ultimately deepened their understanding of the complexity of

Indonesia's culture. The introduction to local Indonesian culture at TGBC provides motivation to get to know the culture of other countries, especially Indonesia, and learn more about the culture of their country. The introduction of culture in this activity shows that there is a great interest from students, lecturers, and TGBC management in Indonesian culture. They actively ask questions to try to understand and appreciate Indonesia's cultural heritage. In this discussion, it was revealed that this activity plays an important role in creating an inclusive and dynamic campus environment. This activity provides a space for participants from both Thailand and Indonesia to interact and learn from each other. This activity is also seen as an effective way to reduce stereotypes and prejudices that may exist among the people of Thailand and Indonesia. As well as being able to strengthen social cohesion between the two countries and build a strong foundation for further cooperation.

## **2.2 Encouraging More Cultural Activities and International Collaboration**

One of the important results of this study is the recommendation to increase the frequency and quality of cultural activities. Indonesia is a country that has a lot of diversity, as evidenced by the nickname of a multicultural and multilingual country [14]. This can be an attraction for foreigners to learn about Indonesian culture. Through cultural discussions, it can play an important role in changing the perception of Thai people about Indonesia, and vice versa. Before participating in this sharing session, some students only had a limited understanding of Indonesia. However, through structured discussions, they see Indonesia from a richer and more diverse perspective. This is one example of the creation of a more open academic environment where cultural differences can be appreciated as a source of learning, not a barrier. This shows how cultural discussions can be a catalyst for broader and deeper cooperation. The introduction of Indonesian culture at TGBC is not only seen as an effort to introduce a single culture but also as part of a larger effort to promote cross-border cultural exchanges. Thus, the discussion about Indonesian culture will not only be an informative activity, but it will also be a fun and motivating learning experience. Some of the discussions that have been conducted have resulted in ideas for joint research and projects. Participants involved in these discussions can be the main drivers of these initiatives. Through this international collaboration, researchers have succeeded in promoting the concept of "*cultural dialogue*" where different cultures are introduced in an open and inclusive atmosphere.

Not only does this improve cross-cultural understanding, but it can also encourage them to think critically about their own cultural identity. Through the introduction of Indonesia's culture, which became the starting point for a broader discussion on the introduction and role of culture in the development of a global society. Based on Indonesia's motto, "*Bhinneka Tunggal Ika*" which means "*Unity in Diversity*" which is an important foundation in embracing cultural diversity as a strength. This is not only a slogan but contains a deep meaning in presenting reality as well as the nation's hopes and ideals [15]. This motto also reflects the nation's commitment to respecting differences and maintaining unity. This principle can be applied in international diplomacy, such as between Indonesia and Thailand, where both countries can learn to respect and embrace diversity. Cultural diplomacy through peaceful channels can strengthen relations between two countries [16], and cultural introduction is a bridge to deepen understanding and cooperation between countries. This motto can also influence foreign policy. By making diversity an asset of diplomacy, Indonesia can develop a strategy that respects and embraces differences at the global level. This makes it possible to develop more inclusive and sustainable cooperation. By promoting *Bhinneka Tunggal Ika* as a powerful symbol of multicultural identity, Indonesia can affirm its commitment to unity in the midst of differences and set an example for other countries in creating international harmony.





**Fig 3.** The Motto of Indonesia

In this process, we have succeeded in creating an academic environment that encourages cross-cultural collaboration to strengthen solidarity between nations. Collaboration in cultural recognition also has a positive impact on international reputation. By hosting this event, TGBC positions itself as a key player in multicultural education in Thailand. This not only attracts more international students and lecturers to TGBC but also opens up new opportunities for cooperation in the fields of research, curriculum development, and cultural exchange. In addition, these programs also help strengthen bilateral relations through an approach based on cultural understanding and appreciation. However, to ensure the sustainability of this collaboration, it is necessary to continue to develop strategies that are adaptive and responsive to changes in global dynamics. Such as expanding the network of international partners, integrating digital technology, and continuing to innovate in learning. Thus, international collaboration bridged by culture can become a centre for multicultural learning and contribute to the development of a more inclusive and harmonious global society.

### **2.3 Culture as a Means of Increasing Cooperation Between Two Countries**

Recognition and appreciation of culture are important foundations for the development of strong international relations. Indonesia has a strong and diverse cultural capital that can be used as a basic capital for accelerating national development [17]. It shows that cultural diversity has an important role in national development that can be achieved, one of which is international cooperation. Through the introduction of Indonesia's culture in Thailand, the two countries can create a conducive climate for cooperation in various fields. Cultural recognition not only broadens horizons but also strengthens cultural diplomacy, which can ultimately bring strategic benefits to both countries in the long run. Cultural recognition can also be a bridge that connects two countries with different backgrounds. In the context of the relationship between Indonesia and Thailand, cultural recognition can help broaden the horizons of the people on both sides and also serve as a tool of diplomacy that can influence political and economic decisions. Cultural diplomacy, which is carried out through the exchange of cultures, arts, and traditions, is able to create a sense of mutual understanding. This diplomacy is a strategic tool to build understanding between nations, respect diversity, and strengthen national identity [18].

The two countries can build closer ties, not only at the government level but also among people. Cultural introduction has a direct impact on improving relations between countries. For example, the promotion of traditional Indonesia cuisine in Thailand, as well as vice versa, can attract entrepreneurs to invest in the food sector. Because Thailand is famous for its gastrodiploamacy campaigns that have achieved the greatest success in raising the profile of food and its international image [19]. Likewise, Indonesia's handicrafts on display can open up greater export opportunities. Through this collaboration, it can expand the network of cooperation between business people, academics, and stakeholders from both countries [20]. Successful cultural recognition can influence foreign policy; culture is one of the factors to consider in formulating diplomacy strategies. Because relationships built on cultural understanding tend to be more stable and long-lasting, this cultural diversity will work well if there is an attitude of tolerance [21]. Cooperation initiatives in the field of culture can encourage the governments of the two countries to expand cooperation in other fields, such as education, social, economic, technological, and environmental. In the long run, culture can be a strong foundation for harmonious and mutually beneficial international relations.

### III. CONCLUSION

This community service activity emphasizes the importance of introducing Indonesia's local culture as an effective means of encouraging more cultural activities and international collaboration, as well as strengthening international cooperation in Thailand through TGBC. Using observation methods, sharing seasons, and presentations, it was revealed that Indonesia's cultural activities at TGBC not only enriched the knowledge and experience of the participants but also strengthened bilateral relations between the two countries. These activities have encouraged increased knowledge and cultural diversity, deepened cross-cultural discussions, and facilitated broader international collaboration. The introduction of Indonesian culture at TGBC has opened up new opportunities for cooperation in various fields. Cultural discussions conducted at this institution can change the perception of Indonesia as well as pave the way for sustainable collaborative projects. In addition, international collaborations in the introduction of other cultures have strengthened TGBC's position as a multicultural learning hub, which is not only beneficial to the campus itself but also to the wider global community. In the future, it is important for TGBC and other educational institutions to continue to support and develop these cultural introduction programs. Thus, the introduction of local cultures can be a powerful tool of diplomacy in strengthening international relations and creating a more inclusive world.

### IV. ACKNOWLEDGMENTS

This International community service activity will not succeed without the support and contributions from various parties. We would like to express our deepest gratitude to TGBC for the support and opportunities provided in the implementation of this research. We would also like to express our gratitude to the community service team, who have participated during this activity and have provided valuable insights that are the basis for the preparation of this article. We are also grateful to the experts and resource persons who have shared their knowledge and experience about the culture. Hopefully, this article can provide benefits for cultural preservation and the development of international cooperation in the global arena.

### REFERENCES

- [1] Malihah E, Nurbayani S, Anggraeni L. Why is There Zero Women Candidate for Governor Election in West Java, Indonesia? *Communitas: International Journal of Indonesian Society and Culture*. 2020 Mar 2;12(1):1–11.
- [2] Nahak HMI. Upaya Melestarikan Budaya Indonesia Di Era Globalisasi. *Journal Sociology Nusantara*. 2019 Jun 25;5(1):65–76.
- [3] Santoso G, Rahmawati P, Murod M, Setiyaningsih D, Asbari M. Hubungan Lingkungan Sekolah dengan Karakter Sopan Santun Siswa. *Journal Pendidikan Transformatif*. 2023;02(01):91–9.
- [4] Suryana FIF, Dewi DA. Lunturnya Rasa Nasionalisme Pada Anak Milenial Akibat Arus Modernisasi. Edukatif : *Journal Ilmu Pendidikan*. 2021 Apr 17;3(2):598–602.
- [5] Aprianti M, Dewi DA, Furnamasari YF. Kebudayaan Indonesia di Era Globalisasi Terhadap Identitas Nasional Indonesia. *Edumaspul: Journal Pendidikan*. 2022 Mar 1;6(1):996–8.
- [6] Jadidah IT, Alfarizi MR, Liza LL, Sapitri W, Khairunnisa N. Analisis Pengaruh Arus Globalisasi Terhadap Budaya Lokal (Indonesia). *Academy of Social Science and Global Citizenship Journal*. 2023 Dec 1;3(2):40–7.
- [7] Santoso G, Murod M, Winata W, Kusumawardani S, Muhtadin I. Update Kecanggihan Google di Abad 21 Untuk Menjadikan Civic Digital. *Journal Pendidikan Transformatif*. 2023;02(01):114–27.
- [8] Fathoni T, Wijayanti LM. Pendidikan Multikultural Kebudayaan Ortomotif Dalam Pluralisme Beragama. Edujavare Publishing. 2023;1(1):1–8.
- [9] Firdaus RM, Pottu OY, Panduwal CM, Panjaitan VF, Paskalina O. Pengaruh Globalisasi Terhadap Hibriditas Budaya Korea Pada Masyarakat Lokal Thailand. *Journal Intelektiva*. 2023;4(5):47–57.
- [10] Nurhayati N, Hartanto R, Paramita I, Sofianty D, Ali Q. The predictors of the quality of accounting information system: Do big data analytics moderate this conventional linkage? *Journal of Open Innovation*. 2023 Sep;9(3):100105.
- [11] Fiantika FR, Wasil M, Jumiyati S, Honesti L, Wahyuni S, Mouw E. Metodologi Penelitian Kualitatif. PT. Global Eksekutif Teknologi. 2022;1–3.

- [12] Ihzan Nazillah H, Fajar A. Peningkatan Budaya Literasi Dan Numerasi Dalam Pembelajaran Tematik Melalui Proyek Kreatif Pada Siswa Kelas V Di Mi Al-Barokah Cihanjavar. Abdi Widya: *Journal Pengabdian Masyarakat*. 2023 Mar 29;2(1):34–44.
- [13] Wardhan V. Cross-Culture Communication and International Trade: Bibliometric Analysis. *International Journal Creative Research*. 2023;11(3):642–62.
- [14] Walid A. Pengelolaan Keberagaman Budaya Melalui Multilingualisme Di Indonesia. *Fikri: Journal Kajian Agama, Sosial dan Budaya*. 2020;5(1):132–44.
- [15] Dinarti NS, Dewi DA, Furnamasari YF. Meningkatkan Integrasi Nasional melalui Implementasi Nilai-Nilai Bhinneka Tunggal Ika. *Journal Pendidikan Tambusai*. 2021;5(3): 7890-7899.
- [16] Tanjung J. Diplomasi Kebudayaan Indonesia Terhadap Malaysia Melalui Rumah Budaya Indonesia. *Journal Online Mahasiswa FISIP*. 2020;7.
- [17] Izzati FA. Pentingnya Sikap Toleransi Dan Empati Dalam Mewujudkan Warga Negara Yang Baik (Good Citizenship) Di Masa Pandemi. *Jurnal Kalacakra: Ilmu Sosial dan Pendidikan*. 2021;2(2):85.
- [18] Saebani AR, Triadi I. Peran Diplomasi Budaya Dalam Menanggapi Tantangan Globalisasi Dan Perbedaan Budaya Untuk Meningkatkan Pertahanan Nasional Di Indonesia. *Doktrin:Journal Dunia Ilmu Hukum dan Politik*. 1(4):200–7.
- [19] Tamba KH, Pratama IS, Rakhmadi R. Gastrodiplomasi dan Identitas Nasional: Studi Thailand, Vietnam, dan Singapura. *Journal Terekam Jejak (JTJ)*. 2024;2(2):1-16.
- [20] Lilis Puspitawati, Hertati L, Zarkasyi W, Suharman H, Umar H. The Environmental Uncertainty, Manager Competency and Its Impact on Successful Use of Financial Applications in the Covid-19 Pandemic Era. *Journal of Eastern European and Central Asian Research (JEECAR)*. 2022;9(1):10–20.
- [21] Lestari DT. Membangun Harmoni Sosial Melalui Musik dalam Ekspresi Budaya Orang Basudara di Maluku. *Jurnal Panggung*. 2020;30(3):375-391.