

## PARALLEL PANEL 5: INDONESIAN SOFT POWER, ARTS, AND SPORTS

Panel Chair: Dr. Amanda Rath

Venue: IG building, room IG 1.314, "Eisenhower Room", upstairs to the left

- 13.30 Renita Moniaga (The University of Sydney, Australia)  
*Indonesia's Soft Power: Why leaders matter?*
- 14.00 Dr. Amanda Rath (Goethe University of Frankfurt)  
*New images from/of/for Indonesia: international perceptions of Indonesian contemporary art after 1998*
- 14.30 Friederike Trotier, M.A. (Goethe Universität of Frankfurt)  
*Representing Indonesia through sport: a study of publicity campaigns when hosting international sporting events*
- 15.00 Romeyn Perdana Putra (Center for Research and Development of Culture, Ministry of Education and Culture, Republic of Indonesia)  
*Perceived quality and brand awareness. A case study of "Ultimate in Diversity"*
- 15.30 Coffee break  
Venue: Casino building, in front of room 1.801 (upstairs to the left)

## CONCLUDING PANEL: GENERAL TRENDS

Chairs: Prof. Dr. Arndt Graf, Nur Berlian VA

Venue: Casino Building, room 1.801 (upstairs to the left)

- 16.00 Goenawan Mohamad  
**KEYNOTE: Constructing Indonesia's international image in the post-Suharto era: Indonesia's role as Guest of Honour of the Frankfurt Book Fair 2015**

- 16.30 Dr. Mursalim (Puslitbang Kebudayaan, Badan Penelitian dan Pengembangan Kementerian Pendidikan dan Kebudayaan Republik Indonesia)  
*Local wisdom for character and nation building: The international perspective on the development of education and culture in Indonesia in the post-Suharto era*
- 17.00 Choirul Fajri, S.I.Kom, M.A. (Humas Fakultas Sastra, Budaya, dan Komunikasi, Universitas Ahmad Dahlan, Yogyakarta)  
*The role of the media In improving Indonesia's international image after Reformasi*
- 17.30 Prof. Syahrin Harahap (IAIN Medan)  
*The image of Indonesia in the world: An interreligious perspective*
- 18.00 Prof. Dr. Arndt Graf (Goethe-University of Frankfurt)  
*General trends of Indonesia's international image on the Internet since 1998*
- 18.30 CONCLUDING DISCUSSION
- 19.00 End of the Seminar

### Convenors

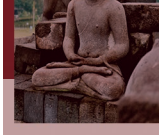
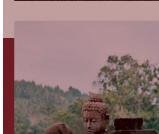
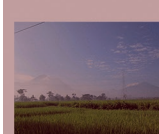
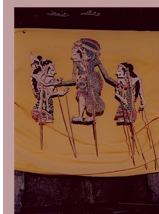
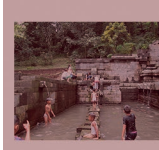
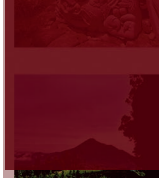
Prof. Dr. Arndt Graf, Goethe University of Frankfurt

Dr. Hurip Danu Ismadi, Centre for Research and Development, Ministry for Education and Culture, Indonesia

### Contact

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For further Information, visit [www.soaw.uni-frankfurt.de](http://www.soaw.uni-frankfurt.de)



## Seminar

# Indonesia's International Image in the Post-Suharto Era

Goethe University Frankfurt  
Campus Westend

9 October 2014



## Programme

### REGISTRATION AND WELCOME

Venue: IG building, room 411 (main old building, left from the stairways, ground floor)

- 8.30 Registration  
9.00 Welcome Address  
Prof. Dr. Arndt Graf, Nur Berlian VA

### PANEL 1 : SPECIAL IMAGE PROBLEMS : GESTAPU – ETHNIC AND RELIGIOUS VIOLENCE – ENVIRONMENT – NATURAL CATASTROPHES

Panel Chairs: Dr. Sarmada and Dr. Misbah Fikrianto  
Venue: IG building, room 411 (main old building, left from the stairways, ground floor)

- 9.15 Dr Adam Tyson (University of Leeds)  
*Images of Indonesia after Oppenheimer's 'The Act of Killing'*
- 9.45 Prof. Dr. Juraid Abdul Latief, M.Hum.  
(Tadulako University, Palu, Central Sulawesi Indonesia)  
*Under the shadow of tolerance, peace, and democracy: tracing the roots of violence and religious radicalism in Indonesia*
- 10.15 Dr. Laurent Metzger (PrepAsia, La Rochelle, France)  
*Slash and burn in the 21st century in Indonesia?*
- 10.45 Dani Fadillah, S.I.Kom, M.A. (Ahmad Dahlan University, Yogyakarta)  
*Dark tourism: Tugu tsunami Aceh sebagai simbol persaudaraan internasional*

### PANEL 2: OFFICIAL OPENING

Panel Chairs: Prof. Dr. Arndt Graf, Nur Berlian VA  
Venue: IG building, room 411 (main old building, left from the stairways, ground floor)

- 11.15 Prof. Dr. Dr. Matthias Lutz-Bachmann (Vice President, Goethe University of Frankfurt)  
*Welcome Address*
- 11.30 Prof. Dr. Wiendu Nuryanti (Vice Minister of Culture in the Ministry for Education and Culture, Indonesia (Wakil Menteri Pendidikan dan Kebudayaan, Bidang Kebudayaan))  
*Official Opening of the Seminar*
- 12.00 LUNCH BREAK  
Venue : Casino Building, upstairs to the left (in front of Room 1.801)  
Indonesian Buffet (halal)

13.30-15.30 3 parallel panels

### PARALLEL PANEL 3: THE ROLE OF EDUCATION AND CULTURE FOR INDONESIA'S INTERNATIONAL IMAGE

Panel Chair : Dr. Mohamad Muzammil Mohamad Noor  
Venue : IG Building, room 454 (ground floor)

- 13.30 Dian Yunus & Ulrike Schwabe (University of Kassel)  
*Behind the story of the Indonesian 'happy-go-lucky' students: A closer look into education in Indonesia in the 21st century and how it is perceived internationally*
- 14.00 Mikka Wildha Nurrochsyam, M. Hum. (Pusat Penelitian dan Pengembangan Kebudayaan, Balitbang, Kemdikbud)  
*Persoalan pelestarian bahasa Ciacia: refleksi atas etika diskursus pasca-Soeharto*

14.30 Hashima binti Sulaiman & Dr. Mohamad Muzammil Mohamad Noor (Universiti Sains Malaysia)  
*Kerjasama pendidikan antara Malaysia-Indonesia semasa era Suharto*

15.00 Dr. Mohamad Muzammil Mohamad Noor (Universiti Sains Malaysia)  
*Penglibatan M. Natsir dalam dunia Islam dan pandangan sarjanawan internasional terhadap beliau*

### PARALLEL PANEL 4: INDONESIA'S IMAGE IN SELECTED COUNTRIES

Panel Chair: Dr. Manuel Schmitz  
Venue: IG building, room IG 457 (ground floor)

- 13.30 Shapiza Sharif and Dr. Mohamad Muzammil Mohamad Noor (Universiti Sains Malaysia)  
*Hubungan Indonesia dan Malaysia pada zaman pemerintahan Suharto*
- 14.00 Indri Rizkina Hapsari and Mira Rochyadi-Reetz (Institute of Communication Science, TU Ilmenau, Germany)  
*The image of Indonesia in international news media: A comparative analysis of television news websites in the United States, Qatar and Singapore*
- 14.30 Dr. Manuel Schmitz (University of Leuven, Belgium)  
*Indonesia in the eyes of the European Union: Moving beyond benign neglect?*
- 15.00 Saiful Akmal (State Islamic University of Ar-Raniry (Banda Aceh / Goethe University of Frankfurt))  
*Optimism or pessimism? Images of post-conflict Aceh under the Ex-GAM administration in Europe*