

# THE USE OF AIRASIA INDONESIA'S AIRCRAFT LIVERY DESIGNS TO PROMOTE TOURISM DIPLOMACY

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## **ABSTRACT**

Tourism plays a significant role in a nation's development, serving as a means of fostering connections and sharing information among diverse communities across borders. Moreover, it allows countries to exert their influence on a global scale through the promotion of tourism. In Indonesia, the presence of low-cost carriers such as AirAsia Indonesia has facilitated the promotion of tourism destinations and the showcasing of local cultures through innovative aircraft livery designs. This research paper adopts a qualitative case study approach to analyze the utilization of aircraft livery by AirAsia Indonesia as a form of tourism diplomacy. The data for this study was collected from the AirAsia website, focusing on four distinct liveries applied to their aircraft fleet. Through a descriptive analysis, the liveries are examined in terms of their ability to effectively communicate Indonesian destinations, cultures, and people to international audiences, thereby serving as a form of tourism diplomacy. The findings of this study suggest that AirAsia Indonesia's aircraft liveries can be regarded as an exemplary tool for tourism diplomacy, as they successfully convey Indonesia's unique tourism offerings and identities on the global stage.

**Keywords:** Aircraft Livery; AirAsia Indonesia; Tourism Diplomacy

## **ABSTRAK**

Peran pariwisata bagi suatu negara sangatlah penting dalam hal pembangunan, karena melalui pariwisata dapat memfasilitasi terbentuknya hubungan dan pertukaran informasi antar berbagai komunitas lintas batas negara. Lebih lanjut, pariwisata memberikan kesempatan bagi negara untuk mempengaruhi skala global melalui promosi destinasi pariwisata. Di Indonesia, kehadiran maskapai penerbangan berbiaya rendah seperti AirAsia Indonesia telah memudahkan promosi destinasi wisata dan pengenalan budaya lokal melalui rancangan *livery* pesawat yang inovatif. Penelitian ini menggunakan metode studi kasus kualitatif untuk menganalisis pemanfaatan *livery* pesawat oleh AirAsia Indonesia sebagai bagian dari diplomasi pariwisata. Data penelitian diperoleh dari situs web AirAsia Indonesia, dengan fokus pada empat *livery* pesawat yang berbeda. Melalui analisis deskriptif, keempat *livery* tersebut dievaluasi dari kemampuannya untuk mengkomunikasikan destinasi, budaya, dan masyarakat Indonesia kepada audiens internasional, yang merupakan bentuk diplomasi pariwisata. Temuan penelitian mengindikasikan bahwa *livery* pesawat AirAsia Indonesia dapat disebut sebagai alat diplomasi pariwisata yang efektif, karena berhasil memperkenalkan daya tarik pariwisata unik Indonesia ke kancah global.

**Kata Kunci:** *Livery* Pesawat; AirAsia Indonesia; Diplomasi Pariwisata

## INTRODUCTION

Tourism is often defined by scholars as the temporary visitation of individuals to various destinations, leading to extensive research on the connection between visitors and these places. Undoubtedly, this interaction between people and locations forms a fundamental aspect of tourism. However, tourism also serves as a platform for the exchange of information among individuals. In today's world, tourism has evolved into a mechanism for transnational networking, enabling the sharing of information across diverse communities and individuals. While the relationship between tourists and destinations remains significant, it is equally important to acknowledge the role of tourism in fostering information flows between participants from different geographical locations on a global scale (Antoniou, 2023). The discipline of political science has largely overlooked the tourism phenomenon, encompassing both its domestic and international manifestations (Richter, 1983).

Nowadays, tourism has emerged as a significant sector that exerts a substantial influence on various aspects of a nation's progress, encompassing not only its economic landscape but also its diplomatic relations with other countries (Minardi et al., 2020). Tourism provides countries with a means to exercise soft power on the global stage. By cultivating positive images as desirable travel destinations and facilitating cultural exchanges between visitors and hosts, nations can increase their diplomatic clout and international influence without direct coercion or payment.

The effects of tourism on soft power can be divided into two areas, which are the host country and the visitor country. Decision-makers in the tourism industry have a crucial role in creating an attractive image of the host nation as a travel destination for the global tourism market. By strategically promoting the distinctive features, attractions, culture, and way of life of a destination through branding and public diplomacy efforts, the aim is to generate interest and attract tourists from important source markets around the world. A positive reputation that spreads globally has the potential to indirectly enhance soft power by fostering a sense of affinity and goodwill towards the host country and its societal norms and values (Inanc Ozkan & Boylu, 2021). The tourist (tourism) plays a dual role in the realm of soft power, encompassing both subjective and objective geopolitical dimensions. As a result, soft power has been an underlying area of investigation in tourism research. Nevertheless, it is anticipated that this topic will receive more explicit attention in the future as policymakers and scholars delve into the ramifications of tourism within the contexts of global opinion formation, national image construction, and destination branding in geopolitical and international business spheres. With the growing recognition of the interconnections between travel trends and perceptions of places that shape foreign relations, the field of tourism can anticipate a heightened emphasis on strategic communication, public diplomacy, and cultural diplomacy (Ooi, 2015).

Aviation industry as part of the tourism industry plays a vital role in modern tourism as it facilitates the seamless mobility of individuals across various locations worldwide and creating an attractive image of the host nation as a travel destination. Aircraft play a significant role in the aviation sector, catering to the needs of both global and local passengers. In order to establish their brand identity and enhance advertising efforts, airlines frequently adorn their aircraft with distinctive liveries. These exclusive paint schemes and designs on the outer surface of planes serve the purpose of visually distinguishing one airline's fleet from its rivals, while also effectively communicating their fundamental brand principles. By utilizing these special liveries, airlines can ingeniously promote and market themselves not only while soaring through the skies but also when their aircraft are stationed on the ground.

Airline liveries have been a topic of fascination and discussion within the realms of graphic design, passengers, and academia. The vibrant paint schemes, decals, and logos that adorn the fuselage, tail fin, and wing tips of aircraft serve a dual purpose. Firstly, they are meticulously crafted to convey the fundamental brand values of the airline and distinguish its aircraft from those of its rivals through a strategic blend of colors, typefaces, and visual motifs. Secondly, these liveries serve a practical function by safeguarding the airframe against corrosion and minimizing the friction generated during flight (Taylor et al., 2013).

The application of colors and design patterns on the global fleet of commercial aircraft serves as a highly recognizable and well-known representation of an airline's brand and corporate identity (Budd, 2012). Airasia Indonesia, part of the Airasia group, serves as illustration of an airline that employs distinctive liveries on their aircraft to enhance promotional and branding endeavors. Several liveries showcased on Airasia Indonesia's planes highlight some of Indonesia's most renowned tourist attractions throughout the nation. These painted aircraft fleets not only contribute to increasing passengers' awareness of Indonesia's varied destinations but also provide complimentary publicity for these destinations whenever the planes embark on flights or are exhibited at airports.

AirAsia Indonesia is chosen as the subject of the special livery by the author because it is classified as one of the low-cost carriers (LCCs) in Indonesia. As LCCs are more commonly used for air travel in Indonesia, AirAsia Indonesia by extension reaches a large proportion of passengers both within Indonesia and those flying internationally to and from the country. Examining how AirAsia Indonesia employs special liveries to promote tourism destinations allows useful insights into how this affordable carrier leverages its network and fleet to support destination marketing through non-traditional means. Therefore, this article seeks to elucidate the potential of AirAsia Indonesia's aircraft liveries, which depict various tourist destinations throughout Indonesia, in fostering tourism diplomacy.

## LITERATURE REVIEW

### Tourism and International Relations

The emergence of the field of International Relations (IR) can be attributed to historical and political factors, and it is closely linked to the practical aspects of public policymaking. The development of International Relations was primarily driven by the need to generate knowledge that could be applied to inform political decision-making, especially in relation to the foreign policies of states and the establishment of a framework for the global order. Its origins can be traced back to the desire to address urgent real-world concerns through an empirical and problem-oriented approach, with the aim of providing policy-relevant analyses and recommendations that would assist political leaders in dealing with international issues (Mendes, 2019). Throughout history, the significance of culture (and tourism) has been acknowledged by the field of international diplomacy. Numerous nations have employed culture as a tool of foreign policy, each with distinct objectives that align with their internal priorities and the prevailing historical eras (Carbone, 2017). In the contemporary era, tourism has transformed into a means of facilitating transnational connections, facilitating the exchange of knowledge among various communities and individuals. Although the connection between tourists and destinations remains crucial, it is equally vital to recognize the contribution of tourism in promoting the dissemination of information among participants from

diverse geographical regions on a global level (Antoniou, 2023).

Despite being one of the largest industries globally and playing a crucial role in the economies of numerous nations, there has been a noticeable lack of concerted endeavors to establish a systematic connection between the nation-state and the global networks of tourism (Fayard, 2023). Tourism serves as a crucial mechanism for implementing the soft power (N. Amutha Kumari & Mukesh Kondala, 2023). Tourism facilitates the development of mutual understanding and empathy between countries from a geopolitical standpoint. When viewed through the lens of soft power, tourists take on geopolitical significance as both objects and subjects (Ooi, 2016).

Tourism plays a significant role in the realm of soft power, serving as a tool for public diplomacy. Alongside destination branding, its objective is to enhance the perception of a particular location in order to entice visitors, thereby generating a positive impact on its economy through the multiplier effect (Claro et al., 2023). There are multiple interconnected perspectives regarding tourism and its association with soft power. Initially, tourists acquire a deeper understanding of their destination, which often results in increased empathy, familiarity, and favorability towards the place. Secondly, tourism organizations strive to project an attractive image of their country on a global scale. Thirdly, significant international events such as the Olympics and World Expositions significantly contribute to enhancing geopolitical influence. Lastly, outbound

travelers convey impressions of their home countries wherever they travel. Depending on their nationality, certain visitors may be perceived, whether rightly or wrongly, as wealthier, rowdier, or more courteous than others due to prevailing stereotypes (Ooi, 2016). The impact of tourism on soft power can be categorized into two main aspects: the host country and the visitor country. Within the tourism industry, decision-makers play a vital role in shaping a captivating image of the host nation as an appealing travel destination for the global tourism market. Through strategic promotion of the unique characteristics, attractions, culture, and way of life of a destination, utilizing branding techniques and engaging in public diplomacy efforts, the objective is to generate interest and entice tourists from significant source markets worldwide. The establishment of a positive reputation that transcends borders has the potential to indirectly bolster soft power by fostering a sense of affinity and goodwill towards the host country and its societal norms and values (Inanc Ozkan & Boylu, 2021).

Tourism plays a crucial role in global systems that extends beyond mere political influence. The fundamental existence of nation-states is what renders tourism indispensable to the overall structure of the world. It is not simply an industry that can be supported, as tourism inherently capitalizes on culture, land, travel, and place-making in a manner that intricately intertwines it with the institutionalization and perpetuation of the nation-state model. Both domestic and international tourism serve as valuable tools for political leaders to

establish, conceptualize, legitimize, delineate territorial control, and enhance the stability of the nation-state concept (Fayard, 2023). Tourism is a recently emerged social occurrence and an area of study that necessitates methodical examination and analysis. The convergence of tourism and international relations carries substantial economic and social importance. The interrelation between these two fields becomes evident through their common attributes, including the multidisciplinary aspect of tourism, its capacity to unite diverse components, its dynamic nature, and its receptiveness to interactions and exchanges. This emphasizes the significance of tourism within the framework of international relations and emphasizes the requirement for a comprehensive comprehension and analysis (Caldevilla-domínguez et al., 2021).

### **Tourism and Aviation**

Transportation plays a vital role in facilitating access to tourist attractions and converting them into sought-after destinations. The rise in demand for air travel services, particularly in major urban tourist spots, has led to a significant increase in the availability of air transport options. As the demand for air travel continues to grow and is projected to do so in the future, destinations will be compelled to expand their air transport infrastructure. This expansion will open up avenues for various types of airlines, such as low-cost carriers (LCCs), full-service carriers (FSCs), and charter airlines, to offer expanded services (Dileep & Kurien, 2021).

Air travel (aviation) has emerged as a crucial element of international tourism, playing a pivotal role in facilitating the movement of tourists between different parts of the world. This is especially true for long-distance journeys where alternative modes of transportation are limited. The aviation industry greatly benefits from this prevailing trend, as it serves an indispensable function in enabling cross-regional travel. With the global expansion of the tourism sector, air transportation has increasingly become a fundamental transit method, connecting both the origins and destinations of travellers. This has been made possible by various factors, including geographical advantages and the implementation of deregulatory policies. Notably, the emergence of LCCs has further bolstered the significance of aviation, even for medium- and short-haul recreational trips (Graham et al., 2008). The relationship between the air transport industry and tourism is symbiotic. Tourism heavily relies on transportation for travel, while transportation depends on tourism for demand. The significance of air travel is particularly pronounced in international tourism as it facilitates the connection of far-flung destinations. The aviation industry and tourism sector are intricately linked, influencing each other's progress and prosperity through global travel and the exchange of culture and economy (Ricardianto et al., 2017).

The substantial growth of tourism and air transportation can be attributed to the deregulation of air transportation has paved the way for the creation of new flight paths, the emergence of charter and

LCCs, and has played a role in lowering fares and enhancing the accessibility of air travel.

The liberalization of the air transport sector brought about notable transformations. The advent of LCCs brought dynamism by reshaping the demand and supply dynamics for air travel services. Consequently, this fostered economic and social progress by enhancing connectivity among individuals, nations, cultures, and global markets. The emergence of budget carriers also fuelled growth in several regional sectors, particularly tourism, by improving accessibility to airports. As a result, this played a significant role in promoting positive economic and social advancements in both developed and developing nations (Costa & Almeida, 2015). LCCs represent an innovative aviation business model that offers reduced ticket prices compared to traditional Full-Service Carriers. This lower pricing is certainly enabled through cost optimization strategies as well as facilities and services that are tailored to match the affordable flight rates during the pre-flight, in-flight, and post-flight phases. The presence of LCCs delivers a new option for affordable air travel through a minimized operational approach focused on maintaining low fares (Panduwinasari et al., 2019).

LCCs have revolutionized the tourism sector by significantly altering its landscape. Through their economical ticket prices and simplified services, LCCs have enhanced the accessibility of air travel to a wider spectrum of travellers, particularly those who prioritize budget considerations. The

introduction of affordable flights has not only stimulated the growth of tourism but has also facilitated the exploration of previously unexplored routes, encouraged impromptu journeys, and provided travellers with the opportunity to discover a diverse range of destinations.

### **Tourism Diplomacy**

Tourism diplomacy is a component of soft power instruments and falls under the umbrella of public diplomacy. Diplomacy involves various forms of engagement between governments, non-governmental organizations, and individuals through diverse channels. Tourism diplomacy serves as one such channel, enabling interaction between governments and other entities. Public diplomacy, including tourism diplomacy, offers an alternative approach to traditional government-to-government diplomacy, fostering relationships and fostering mutual understanding between nations or groups (Minardi et al., 2020). Academic interpretations of tourism diplomacy focus on its aims, content, and actions, which can be divided into three tiers. The macro level refers to national or governmental aspects, seen as institutional or social structural components. The meso level includes factors like tourism businesses, industry associations, and think tanks that provide recommendations and consultations. The micro level involves individual travellers who act as social agents. Scholars have proposed frameworks to understand tourism diplomacy at a macro societal-structural level, a meso industry-organizational level, and a micro

personal-agency level, providing a comprehensive understanding of its operations and impacts in different areas (Zhu et al., 2021).

As the global tourism industry continues to flourish and the field of tourism studies expands, there has been a significant evolution in the terminology associated with tourism and diplomacy. The concept of 'diplomacy' is no longer confined to political interactions solely between nation states; it now encompasses the professional engagements of private entities operating within the tourism sector. Moreover, the term 'tourism' itself has undergone further classification, with more specific categories such as economic, cultural, heritage, and gastronomic tourism emerging as distinct sub-domains. This evolving language reflects the diversification of the tourism industry and the growing recognition that diplomacy extends beyond the realm of state-level interactions (Baranowski et al., 2019).

Typically, the goals of tourism diplomacy revolve around advancing economic and social development, as well as promoting public welfare. This places tourism diplomacy in the realm of less politically sensitive activities, making it a popular and prevalent diplomatic tool. The non-confrontational nature of tourism diplomacy is a significant factor contributing to its increasing popularity. Tourism diplomacy is characterized by its minimal political implications, which allows for widespread acceptance and integration into global diplomatic practices. By focusing on development objectives

rather than contentious political issues, tourism diplomacy can attract greater international participation from diverse entities, making it more inclusive compared to traditional forms of statecraft that are heavily politicized (Zhu et al., 2021). The objective of tourism diplomacy is to foster and invest in the tourism sector, mitigate ongoing crises and conflicts between nations, attract tourists, enhance the quality of life for the local community, conserve natural resources, advocate for environmentally-friendly policies, and foster peace among nations (A. Bunakov et al., 2018).

## **METHOD**

This article will use a good case study method. A special feature of the study is the analysis of its depth of one or a few specific events, with the aim of understanding and explaining the universal patterns or principles. Despite its narrow scope, the case study seeks to provide insights that may be relevant to a larger scale by delving into the details of a particular issue or case to uncover key strengths and weaknesses. is a factor that plays a role in a given situation (Ruffa, 2020).

As this article will only examine the unique lifestyle used by AirAsia Indonesia and the data obtained from the airline's official website, it will use a single case study. A study that promises to provide both an in-depth analysis provided by focusing on the case, as well as an insight into the society or the matter of interest. When focusing on a specific case, a well-executed case study can achieve the research goal of providing a more effective understanding than the

specific case, by focusing on the case and it is related issues through a rigorous analysis of specifics and circumstances. of which only the case is analyzed (Ruffa, 2020).

## **RESULT AND DISCUSSION**

PT AirAsia Indonesia Tbk, operating under its subsidiary PT Indonesia AirAsia (IAA), is a renowned enterprise involved in the provision of scheduled commercial airline services. Being an esteemed aviation service provider, the company boasts a single head office and efficiently manages a network of 17 service and sales offices strategically located in key cities throughout Indonesia (AirAsia Indonesia, 2022). AirAsia Indonesia has set several targets, including expanding its network in Asia and the Pacific by launching new international routes. It is hoped that through these efforts, it can be one of AirAsia Indonesia's ways of supporting the recovery of Indonesia's tourism industry and economy (AirAsia, 2023).

AirAsia Indonesia, is a prominent airline in the Indonesian market, it operates primarily within Indonesia and caters to various strategic domestic airports. The airline serves several popular tourist destinations in the country, including Bali, Lombok, Labuan Bajo, Manado, and Makassar. These destinations are highly sought after by both domestic and international travelers. AirAsia Indonesia plays a crucial role in supporting the growth and development of tourism in Indonesia by offering affordable flights to these tourist hotspots. This enables efficient and cost-effective connectivity for travelers to



explore the diverse natural and cultural attractions that Indonesia has to offer.

AirAsia Indonesia recently revealed a series of unique liveries on their aircraft as part of their endeavor to boost tourism in Indonesia. These captivating designs showcase a range of vibrant patterns that beautifully capture the essence of numerous iconic landmarks and enchanting destinations across the nation. The color schemes and artistic motifs adorning commercial aircraft worldwide are a prominent and familiar representation of an airline's brand and corporate image. Essentially, these airline liveries serve both practical and aesthetic purposes; they protect the aircraft's structure from deterioration while allowing observers to distinguish one carrier's planes from those of its competitors. However, beyond these fundamental functions, the visual elements of a livery convey a great deal about an airline's identity and values. Innovative designs can enhance brand recognition and awareness, while unique themes may indicate an operator's priorities or cultural associations. In an industry that is becoming increasingly competitive, liveries play a crucial role not only in ensuring safety and efficient operations but also in marketing, promotion, and establishing a distinct airline profile in the eyes of both passengers and the general public (Budd, 2012).



**Figure 1.** PK-AXV Wonderful Indonesia Livery  
(Source: AirAsia, 2017)

On the 13th of September in the year 2017, AirAsia Indonesia introduced an Airbus A320-200 aircraft sporting a distinctive Indonesian design scheme (Fig. 1). Registered as PK-AXV, this specially decorated plane prominently featured the "Wonderful Indonesia" logo, manifesting the airline's genuine backing of the Indonesian government's national tourism promotion efforts. The decorative elements on aircraft PK-AXV incorporated graphical representations of shadow puppets, Mount Bromo and the Borobudur Temple architectural marvel. These not only symbolized Indonesia's rich cultural heritage and historical significance but also highlighted 10 priority domestic destinations identified for their tourism value and potential. Through this aircraft livery unveiling, AirAsia Indonesia demonstrated support for both showcasing Indonesia's diversity of attractions and implementing the national tourism development agenda (AirAsia, 2017).



**Figure 2.** PK-AXU Lombok Livery  
(Source: AirAsia, 2019)

During the inauguration of its latest hub in Lombok, West Nusa Tenggara, Indonesia on May 2nd, 2019, AirAsia Indonesia introduced an Airbus A320 aircraft with the registration code PK-AXU (Fig. 2). This particular aircraft was adorned with a unique livery design that aimed to support the promotion of tourism in Lombok. The design showcased prominent local tourism icons, including the magnificent Mount Rinjani volcano and the captivating undersea world surrounding the Gili Islands archipelago. By incorporating these visual representations of Lombok's natural attractions on the exterior of the aircraft, AirAsia Indonesia showcased its dedication to raising awareness about lesser-known Indonesian destinations and their cultural heritage. This initiative aligns with the carrier's mission to foster sociocultural exchange and drive economic development through enhanced international connectivity and improved mobility across the archipelago (AirAsia, 2019).



**Figure 3.** PK-AZI Let's Go To Belitung Livery  
(Source: AirAsia, 2020)

On February 19, 2020, AirAsia revealed livery called "Let's Go to Belitung" at H. AS. Hanandjoeddin International Airport in Tanjung Pandan (Fig. 3). This event was a collaboration with the Belitung Regency Government and aimed to promote Belitung as one of the 10 New Balis. The livery design, displayed on an Airbus 320-200 aircraft with the registration number PK-AZI, drew inspiration from the unique landmarks of Belitung. The color scheme of blue, orange, and yellow was chosen to represent the captivating beaches, which are a major attraction in the region. The livery featured notable tourism icons such as Tanjung Kelayang, Pulau Lengkuas, a replica of Muhammadiyah Elementary School Laskar Pelangi, Gurok Pakuk Waterfall, and the provincial symbol of Bangka Belitung, Tarsius (AirAsia, 2020).



**Figure 4.** PK-AZR Lake Toba Livery  
(Source: AirAsia, 2023)

Indonesia AirAsia, on February 17th, 2023, exhibited its unwavering dedication to the advancement of tourism in Indonesia. In partnership with Tobatenun, BPODT (Lake Toba Authority Implementing Body), and Injourney, AirAsia's Airbus A320 aircraft PK-AZR will embark on its inaugural flight adorned with a captivating Lake Toba livery (Fig. 4). This collaboration forms part of a series of promotional endeavors aimed at highlighting Lake Toba as a Super Priority Tourism Destination and the esteemed host of the 2023 F1 Powerboat World Championship. The AirAsia livery theme splendidly showcases the innate splendor of the region, incorporating elements of Toba woven cloth and illustrations depicting the intricate weaving process against the breathtaking backdrop of Lake Toba. Tobatenun, with meticulous attention to detail, undertook the creative livery design process over a span of approximately two months, skilfully incorporating elements that enhance Lake Toba's primary destination attributes (AirAsia, 2023).

The introduction of the four distinct liveries by AirAsia Indonesia has

successfully brought attention to prominent Indonesian tourism destinations. Each livery focuses on a specific region or attraction, playing a significant role in promoting these destinations domestically and internationally. The liveries can be considered as part of tourism diplomacy which according to Zhu's explanation, tourism diplomacy aims to enhance economic and social progress (Zhu et al., 2021). The liveries that serve as flying billboards (Budd, 2012) can be used as a part of promoting tourist destinations as a result of social progress.

The unveiling of the Lake Toba aircraft livery, resulting from the partnership between AirAsia Indonesia (non-state actor) and BPODT (state related actor) and the "Let's Go to Belitung" livery as part of the collaboration between AirAsia Indonesia and Belitung Regency Government, exemplifies a case of tourism diplomacy within the broader framework of public diplomacy. Through this innovative collaboration, the initiative showcases the destination, highlighting the potential of tourism diplomacy as an alternative approach to fostering relationships and mutual understanding between state actors and non-state actors. Rather than relying solely on traditional government-to-government interactions, tourism diplomacy utilizes the promotion of unique cultural and natural attractions to facilitate exchange, establish connections between public and private stakeholders, and present the allure of a place on the global stage. These collaborative branding ventures demonstrate how tourism can effectively function as a soft

power resource in the realm of diplomacy.

AirAsia Indonesia, being one of the LCCs operating in Indonesia, has become an essential component of the international tourism industry. It plays a significant role in facilitating the transportation of tourists across various regions of the world. Moreover, the unique liveries adorned on their aircraft, which transport tourists to different destinations, serve as mobile advertisements for these places. The captivating and visually striking designs of these liveries contribute to increasing passengers' awareness of the highlighted locations during their flights. This innovative strategy effectively utilizes the airline's extensive global network to showcase the abundant tourism prospects and stimulate a greater influx of inbound travel.

## CONCLUSION

As diplomacy now includes private entities in tourism, and tourism has specific sub-domains like economic and cultural tourism, this shows the diversification of the industry and the recognition that diplomacy goes beyond state interactions (Baranowski et al., 2019). AirAsia Indonesia demonstrates the aspect of tourism diplomacy known as "beyond state interactions" through the utilization of special liveries on their aircraft. These liveries are designed to promote various tourist destinations in Indonesia. The interactions in this context are established through the engagement between AirAsia Indonesia and its customers. By adorning their fleet with visually captivating liveries that

showcase places of interest, AirAsia effectively enhances public awareness of these destinations among travelers. These visually appealing promotions have the potential to inspire passengers to visit the featured locations, thereby fostering people-to-people connections and facilitating cultural exchange outside the realm of traditional government channels.

Tourism holds a crucial position in the domain of soft power by means of destination branding and public diplomacy aims, aiming to improve perceptions and allure tourists. AirAsia Indonesia's distinctive aircraft liveries, which highlight prominent Indonesian destinations, actively contribute to the objectives of tourism diplomacy by effectively presenting captivating places to both domestic and international audiences. Through adorning their fleet in such a manner, AirAsia effectively utilizes the prominence and extensive coverage of their operations to endorse various locations and cultivate a deeper comprehension of Indonesia's tourism attractions, cultural treasures, and breathtaking landscapes among the general public who travel.

This study is limited to only using theoretical analysis to apply the concept of tourism diplomacy as part of public diplomacy to the example of liveries by AirAsia Indonesia. Future studies could employ different methods to provide additional insights. Quantitative research examining public perception of the liveries through surveys, for instance, could evaluate how effective they are at achieving promotional goals. In-depth interviews with stakeholders may also offer valuable perspective on the

planning process and partnership benefits of these initiatives. A comparative analysis exploring similarities and differences between AirAsia's liveries and counterparts used by rival carriers could provide further understanding of how this tool is strategically adopted within the industry. More extensive research incorporating diverse methodologies would help develop a richer understanding of how aviation liveries contribute to cultural exchange and relationship building towards international relations.

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