

Soft Power: The INFLUENCER in the 20th and 21st Centuries

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Abstract

Technology could bring innovation opportunities into private sectors interaction with government sectors, through the simplification of procedures and contribute to open the government. Tools such as services, design, and technology that can bring the innovation approaches of the Government. So, innovation is the new a process by which products, technologies, and services are renewed and brought up to date by applying and introducing new techniques, establishing successful ideas to create new values in everything things to what matters the other countries attract your country, (except military power) that is the Soft Power.

Key Words: Soft Power, The INFLUENCER

Soft Power created by Joseph Nye, Former Dean of Kennedy School of Government at Harvard University and Assistant Secretary of Defense in the Clinton Administration. He is the author of several books such as **Bound to Lead, The Changing Power of American Power,** and **SOFT POWER**

Soft Power of Joseph Nye is the ability to co-opt rather than coerce (in contrast with Hard Power.) It involves shaping the preferences of others through appeal and attraction. Soft Power is non-coercive, using **Culture, Political values, Values, and Foreign Policies to enact Change.**

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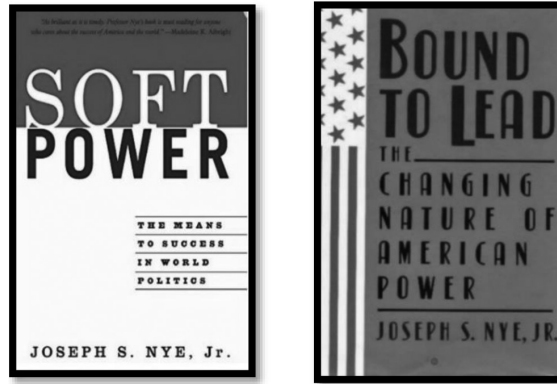


Figure 1 Soft Power created by Joseph Nye

Regarding Political values and values, the U.S. had already used Soft Power after the WWII to the countries affected the destruction by providing the economic assistance and supporting education and research projects to various countries to support American national security and commercial interests and could be distributed for humanitarian reasons. Over 20 U.S. Government agencies that managed foreign assistance programs. At the same time the U.S. established the military bases in the Pacific Ocean including in the Philippines to protect her interests.

During the President Clinton and Obama, they were interested more in Asia and Southeast Asia by supporting more educations and providing more research projects to attract our regions. More than that, the U.S. encouraged **democracy idea** which came with the free economy to invest in the whole world since the WWII by creating the franchises to sell the right to use its name and idea under her trademark since 1948 until now, such as, KFC, McDonald, Swensen, Starbuck. **Aside from food, the movies** such as God Father, China Town, Home Alone, The Lord of the Ring and the new movies are attracted by many countries. This is the sustainability of Soft Power. At present, technologies of the U.S., such as the program Zoom, WebEx, Netflix and Google are the best used by the global and it is sustainability as well. **This is the diplomacy of the U.S. to achieve Foreign Policies. The following images are the Soft Power of the U.S.**



Figure 2 Starbuck Logo

(<https://www.tailorbrands.com/blog/starbucks-logo>.)



Figure 3 Mcdonald's

(<https://www.the1.co.th/en/the1today/articles/8451>.)



Figure 4 American Football

(<https://www.britannica.com/sports/American-football>.)

For Japan and Korea, they train human resources to realize the national values first such as honesty, discipline, love the country and export these values to the other countries. More than that they have also studied the culture of each country for preparing to go inside those countries. They do not involve politics but concentrate on how to present their culture to those countries by attraction rather than coercion. That is why they can invest in those countries easily. First, they make the foreign policies with the countries they would like to go to set up their organizations **to promote their language education and at the same time present their culture to let the students appreciate.** After that they cooperate with the local entrepreneurs to set up the restaurants and gift shops which today are very popular all over the world. **Another soft power is K-Pop band of Korea** which became popular in the international context to present the Korean culture and traditional Korean music associated with entertainment (rap dance) that helped reshape and modernize South Korea's contemporary music scene. Moreover, both countries make series movies inside and outside the countries. They created Brand Name for sustainability.



Figure 5 Hello Kitty

(<https://1000logos.net/hello-kitty-logo/>.)

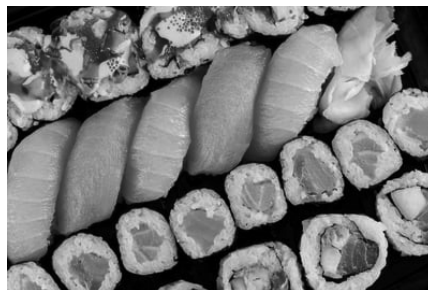


Figure 6 Sushi

(<https://diatribe.org/diabetes-friendly-sushi-your-ultimate-guide.>)



Figure 7 K-POP

(<https://www.harpersbazaar.co.th/lifestyle/10-most-popular-k-pop-band-in-the-world/>.)



Figure 8 Kimchi

(<https://www.maangchi.com/recipe/tongbaechu-kimchi.>)

For China, they make **foreign policies to set up Confucius Institute** in the other countries to present their culture on language and gratitude to the ancestors, followed by movies series and promote tourism. **The initiative of One Belt, One Road** is the objectives to invest in other countries. The providing of international aid, sponsoring cultural events, sport competition and investing in social media such as TikTok, to provide its views.



Figure 9 Chinese Martial Arts

(<https://www.globaltimes.cn/page/202110/1236722.shtml?id=11.>)

What is India Soft Power. India used soft power in cultural and values matters. Sanskrit language, Buddhism and Hinduism are the influencers in Southeast Asia for a long time until now, such as **the names, Temples, Architectures,** and story of Ramayana and superstitions. Yoka of India has also **been using as a tool for cultural exchange and international cooperation.** **The Flagship activity is International Yoga Day** and now **India's policy is Act East** are the **India Act East to Southeast through Cultural expansion in the past.**



Figure 10 Yoga

(<https://uscpublicdiplomacy.org/blog/yoga-indian-soft-power.>)

What is Thailand Soft power. Thailand promote tourism inside the country by present cultural values, tradition, and tourist attraction for sustainability the same as Korea and Japan. But we could not create **Brand name** outside the country. **The tourists appreciated Thailand because we have very rich culture, street food and many tourist spots that easily serve them.** The only Brand Name that we export to the outside country is **Muay Thai (Thai Boxing)** and **the movies to Indochina and. These are sustainable soft power.**



Figure 11 Tom Yum Kung

([https://tourismthailand.sg/different-types-of-tom-yum/.](https://tourismthailand.sg/different-types-of-tom-yum/))

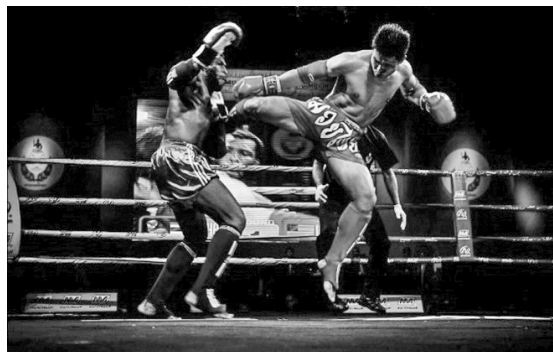


Figure 12 Muay Thai

(<https://www.pattayamail.com/sports/pattayasports/thailand-to-promote-muay-thai-as-soft-power-on-global-stage-385928>.)

The small country that built up soft power recently is **Qatar**. Qatar has used its wealth as a tool to promote the country. **The most recent was the organization of the highly successful 2022 FIFA World Cup which put Qatar very high on soft power ranking.** Moreover, Al-Jazeera television has become one of the most influential news channels and Qatar Airway as well. These will create the image of a small country.

Now we turn to the Philippines. The Philippines created soft power by the Entrepreneurs in the country first, such as **Jollibee that promotes Filipino McDonald to compete with American McDonald in various countries.** There are about 1,000 franchises around the world. This is because of the supports of the government and private sectors to make foreign policies to invest this franchise for sustainability. It can serve the Filipino people who work in those countries as well. **Jollibee is a Filipino fast-food chain for its sweet-style spaghetti, fried chicken and burgers that have a distinct taste compares to the other fast-food chains.** Additionally, **Jollibee has strong emphases on decorated with Filipino Cultural element.**

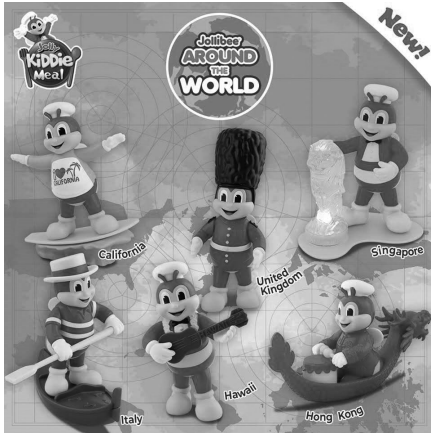


Figure 12 Jollibee Around The World

(<https://renz15.wordpress.com/2018/11/02/around-the-world-toys-series-2-from-jollibee/>.)



Figure 13 Jollibee Food Corporation

(<https://www.cnnphilippines.com/business/2020/2/18/jollibee-income-2019.html.jollibee/>.)



Figure 14 Tinikling Dance

(<https://citydance.org/tinikling-dance-history-characteristics-steps/>.)

Another franchise is SM Supermall. There are 84 chains in the country and 8 chains in China. SM represents Filipino culture by bringing materials made by various provinces displaying in the Malls to present their culture, like Barong Tagalog shirt, processed food, designing bags and other materials that representing the Filipino culture. SM serves activities that are social responsibility, such supporting education through college and vocational scholarship program and donation of public-school building, etc., and preserve sustainable environment. More than that, **the Bayanihan National Dance Company go around the world to present different forms of Opera, ballet, musical that reflect the customs and tradition of the Philippines.**



Figure 15 SM Supermalls

([https://islandtimes.com/sm-mall-of-asia-pasay-philippines/.](https://islandtimes.com/sm-mall-of-asia-pasay-philippines/))

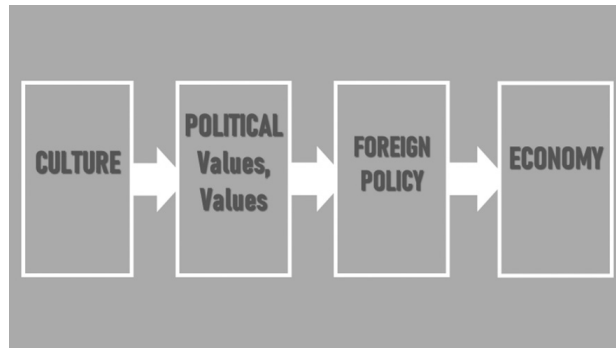


Figure 16 Increase soft Power in increasing economy

Teaching Publication

Culture, Political values, values , Foreign policy and Economy are related together to increase soft Power in increasing economy , such as one country intends to increase economy in the country on industry, trade and tourism. Similarity of culture, civilization, and political values can make easily on making Foreign Policy to be successful. You need to get people to like your projects to get things done in this area.

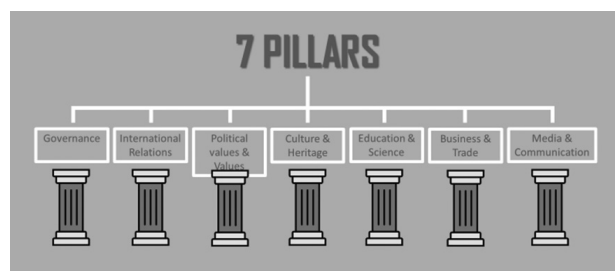


Figure 17 7 Pillars of Soft Power

Brand Finance. (February 25, 2020). Soft Power: Why it Matters to Government, people, and Brands.

At the same time, the countries that have good governance can create International relations with similar political values, culture of shared values, beliefs, and practices that are transmitted across generations within a group and cultural heritage easily. We also create networks of Education and Science, Business and Trade and use the Media Communication of each country to promote the various matters we are going to promote.

For conclusion, the diplomatic instruments of soft power are:

1. E-diplomacy is an important of soft power. It includes using websites, computer program, blogs, and social media to shape public opinion and influence global conversion.
2. Cultural diplomacy is an important way to connect with difference groups and help people understand the values and culture of a country, it includes the organization of the festivals and exhibitions, the exchange of artists, support for film, food culture, etc. It is part of the broader umbrella concept of public diplomacy.
3. Education diplomacy is becoming more important as countries use educational exchange and scholarship to build relationships, and international prestige.
4. Public diplomacy is used to connect with people all over the world and spread a good image and foster relationships to promote their foreign policy objectives and increase their influences in the international arena.
5. Sports diplomacy is becoming an important part of soft power. It improves the public image of the country. This is why the countries lobby heavily to host the Olympics or the World Cup.
6. Economic diplomacy is also used to increase soft power after WWII, such as Marshall Plan of the U.S was used to develop the economy of European Union and the countries affected the War. China's Belt and Road initiative and India Act East are another example to influence and invest in various countries.

So Soft Power in this globalization and after globalization era are the best propaganda which is not Propaganda that is Co-opt than coerce according to Joseph Nye

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