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POLICY BRIEF

Building Peace through Diplomacy: Ensuring Human Rights and Stability in Conflict Zones

“Analysis of the Strength of Economic Diplomacy and Public Diplomacy in Addressing Human Rights Violation Issues at the Global Level”

Peer Reviewer : *Human Rights Working Groups (HRWG) Indonesia*

Research Team :

- Calistha Naisyila Ifliansa as *Coordinator of Focus Group Discussion AIVC LC Unsri 2025*;
- Deril Anshar Baik Irwanto as *Vice Coordinator of Focus Group Discussion AIVC LC Unsri 2025*;
- *FGD Team of AIVC LC Unsri 2025*;
- *All Participants of FGD in AIVC LC Unsri 2025*.

Editor Team :

- Muhammad Faiz Hakim as *Project Officer of ALSA International Video Conference Local Chapter Universitas Sriwijaya 2025*;
- Mikael Yudha Pratama Sinaga as *Coordinator of ICT AIVC LC Unsri 2025*;
- Fairuz Kamilah Fahrudin as *PIC Translate AIVC LC Unsri 2025*;
- Tanesha Augheta Xaviera as *Vice Director of Academic Activities ALSA LC Unsri 2024/2025*;
- Jusniar Saputra as *Manager of Academic and Legal Development Division ALSA LC Unsri 2024/2025*;
- Bonita May Yunita Aruan as *Manager of English Development Division ALSA LC Unsri 2024/2025*.

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**ANALYSIS OF THE STRENGTH OF ECONOMIC DIPLOMACY AND
PUBLIC DIPLOMACY IN ADDRESSING HUMAN RIGHTS VIOLATION
ISSUES AT THE GLOBAL LEVEL**

I. Executive Summary

The issue of human rights (HR) violations continues to be a significant concern in contemporary global dynamics. Countries are facing internal conflicts that have serious impacts on the fulfillment of their citizens' fundamental rights, such as the right to life, freedom of expression, and access to justice. Although various legal provisions regarding human rights have been regulated in multiple international instruments, human rights violations are still rampant in many parts of the world. In facing such conditions, the responsibility of the international community must go beyond verbal condemnation and be realized through concrete measures.

One of the approaches increasingly used in responding to human rights violations is through diplomacy. Diplomacy takes many forms, but what is particularly evident today is the application of economic diplomacy and public diplomacy to pressure or stop human rights violations occurring in several countries across different parts of the world.

Economic diplomacy and public diplomacy emerge as two of the main ways to encourage the resolution of human rights conflicts without using military force. Economic diplomacy is carried out by using economic instruments such as economic sanctions to exert pressure on human rights conflicts. Meanwhile, public diplomacy is used by countries to create support for the country that becomes the victim of human rights violation conflicts or to exert social pressure on the perpetrators of human rights violations.

However, both of these diplomatic methods have limited levels of effectiveness. Economic diplomacy tends to be applied selectively and only when

there are political and economic interests, thus it is not always neutral and consistent. Meanwhile, public diplomacy, because it is not legally binding, can only result in social sanctions as punishment.

Based on this analysis, government diplomacy is therefore recommended to become the main diplomatic method to pressure or resolve human rights issues because it is more legally binding compared to economic diplomacy and public diplomacy. However, economic diplomacy and public diplomacy can also be used as supporting methods for government diplomacy. Economic diplomacy can be used to weaken the perpetrators of human rights violations, and public diplomacy can be utilized to gain support from the international community.

II. Introduction

As creations of God, human beings possess inherent human rights that are attached to every person since birth. Due to the importance of ensuring the protection of human rights owned by every individual, these rights are regulated in a number of provisions both on a national and international scale. For example, on the international scale, human rights are regulated in the Universal Declaration of Human Rights (UDHR), adopted by the United Nations in 1948 as a common standard for the protection of human rights throughout the world. Furthermore, examples of legal instruments related to human rights for more specific matters are regulated in the International Covenant on Civil and Political Rights (ICCPR), which regulates civil and political rights; the International Covenant on Economic, Social and Cultural Rights (ICESCR), which regulates rights in the fields of economy, social, and culture; the Convention on the Elimination of All Forms of Discrimination Against Women (CEDAW), which regulates women's rights; the Convention on the Rights of the Child (CRC), which regulates children's rights and protection; and many other international instruments that regulate human rights.

In Indonesia, human rights are regulated in the 1945 Constitution of the Republic of Indonesia (UUD NRI 1945) under Articles 27 to 34, People's Consultative Assembly Decree (TAP MPR) Number XVII/MPR/1998 concerning

Human Rights, Law Number 39 of 1999 concerning Human Rights, Law Number 26 of 2000 concerning Human Rights Courts, as well as a number of other relevant regulations.

However, unfortunately, even though human rights have been regulated in a number of provisions and even though the standards for their fulfillment have been established at the international level, human rights violations still occur widely across the world. The issue of human rights violations continues to be a major concern in the global order. Several countries experience internal conflicts that impact the fundamental rights of their citizens, such as the right to life, freedom of expression, legal protection, and minority rights. Clear examples can be seen in the crisis in Myanmar following the 2021 military coup, the oppression of the Uighur ethnic group in China, and the restriction of civil liberties in Iran. In this context, the international community is required not only to condemn rhetorically but also to take concrete action.

III. Methodology

The writing of this policy brief uses a descriptive qualitative method with a literature study approach. This method was chosen to comprehensively describe how public diplomacy and economic diplomacy can be optimized in addressing human rights (HR) issues at the global level. Data were obtained through literature review from various secondary sources such as scientific journals, academic books, official reports from international organizations (such as the UN and Human Rights Watch), as well as articles from trusted media. The analysis was carried out by comparing several case studies of countries experiencing human rights conflicts, such as Myanmar and China, in order to assess the effectiveness of the diplomatic strategies used. The author also applies theoretical approaches from constructivist international relations theory and modern diplomacy theory to understand the role of international norms, public perception, and non-state actors in influencing foreign policy. Through this approach, the author formulates analysis and policy recommendations that are both normatively and applicatively relevant.

IV. Findings

1. Economic Diplomacy as a Tool to Pressure Human Rights Violations

Economic diplomacy has developed into one of the foreign policy instruments used by various countries to respond to human rights (HR) violations at the global level. Based on the principle of international law regarding equality and non-discrimination in the enjoyment of human rights, economic diplomacy is not only utilized to establish trade relations and economic cooperation, but also as a tool of pressure against countries involved in conflicts or human rights violations. A clear example of the application of this approach can be seen in the embargo imposed by the European Union on Myanmar as a form of warning to the military regime for human rights violations, as well as the economic assistance and bilateral cooperation carried out by Indonesia with Timor Leste after its independence. In both cases, economic diplomacy played a role in encouraging changes in the domestic situation of these countries and opening space for improvements in human rights conditions.

The economic approach is often utilized as a tool to encourage countries to make improvements in the context of human rights protection. Both states and international organizations can use a number of economic instruments to promote human rights improvements, such as financial assistance or trade incentives, which can push the governments of the concerned countries to change policies that violate or neglect fundamental human rights. For instance, economic diplomacy can be applied in the form of restricted access to international markets. If a country is deemed unfit or even fails to meet the standards required for participation in the international market due to committing a number of human rights violations, the international community may impose economic sanctions to limit that country's access to the international market, such as postponing trade cooperation or restricting trade.

Nevertheless, the effectiveness of economic diplomacy does not always guarantee success in easing human rights conflicts or resolving the violations that occur. Diplomatic relations based on economic interests often create imbalances in the prioritization of human rights issues. For example, although the European

Union has imposed an embargo on Myanmar, human rights violations against the Rohingya ethnic group and other civilian communities continue to this day. Meanwhile, the economic diplomacy carried out by major countries such as the United States toward its ally, Israel, demonstrates a striking contradiction. Instead of exerting pressure, close economic relations have actually strengthened Israel's position amid international criticism of human rights violations against the Palestinian people. This condition illustrates that economic diplomacy can be selective and non-neutral, depending on the political orientation and strategic interests of the diplomatic actor.

Therefore, although economic diplomacy has potential as a peaceful means to pressure human rights violations and build international solidarity, it still needs to be objectively scrutinized. Its effectiveness greatly depends on consistent implementation, transparency of motives, and the willingness of the international community to place human rights as the main priority, rather than merely a bargaining tool in geopolitical dynamics. Without strong and comprehensive commitment, economic diplomacy risks becoming empty symbolism that does not bring real change, and may even worsen human rights situations if used politically and disproportionately. Hence, it is important to reassess economic diplomacy strategies by prioritizing the principles of justice, equality, and global humanitarian interests.

2. The Strength of Public Diplomacy Is Not Greater Than Diplomacy Conducted by the Government

Public diplomacy emphasizes interaction between a country's government and the global public. Its aim is to foster a genuine understanding of the country and to influence the perspectives of the international community, with the aim of providing a genuine understanding of their country so as to change the perspective of the world community or organizations outside their country toward them. Although still carried out by the government, public diplomacy is more freely conducted and can be carried out by anyone, allowing its scope of application to be broader. But what distinguishes it from government diplomacy? When

compared to government diplomacy, government diplomacy only communicates their issues to fellow governments, and the response received is purely between governments. Meanwhile, public diplomacy can receive responses from the global public as well as from other governments.

The strength derived from the application of public diplomacy comes from how widespread and how vocal the global public is regarding a country's issues. The more frequent and extensive the government's communication efforts are, the stronger the public diplomacy it conducts will be.

However, even though public diplomacy may seem easier to carry out and the dissemination of information on related issues can be done more quickly, in reality, public diplomacy alone is not capable of resolving human rights conflicts in any country that is currently experiencing or has experienced such conflicts. This is because public diplomacy is essentially free in nature, with its target audience being the general public. The public, however, can only impose social sanctions and does not possess legal authority or formal power to enforce binding punitive measures.

Therefore, in order to address human rights violations through diplomatic channels, government diplomacy holds greater strength—at the very least to exert pressure on ongoing violations in countries experiencing human rights conflicts. This is because diplomacy conducted by governments produces more concrete outcomes, as the agreements and actions taken are binding in nature. If a government intends to impose sanctions, those sanctions can carry legal weight since they are carried out through formal diplomatic channels. Similarly, in the matter of recognition, any recognition granted is considered official, as it comes directly from a government.

V. Recommendations

The recommendations or considerations we can put forward are as follows:

1. **Prioritize Government Diplomacy as the Primary Approach to Resolving Conflicts**

Government diplomacy should serve as the main diplomatic approach in conflict resolution, as it carries legal authority and formal leverage. For instance, the government can establish Memorandums of Understanding (MoUs) or cooperation agreements aimed at ensuring the protection of human rights.

2. **Utilize Economic Diplomacy as a Supporting Measure**

Since the economy is a critical instrument in any country, alongside government diplomacy, the state may also apply economic diplomacy as a supporting measure. Such economic diplomacy may take the form of imposing limited economic sanctions on parties committing human rights violations or providing economic incentives to parties willing to participate in the peaceful resolution of human rights issues.

3. **Implement Public Diplomacy to Raise Global Awareness**

Since public diplomacy does not carry legal authority, it should not be used as the primary method of diplomacy. Instead, public diplomacy should be utilized to garner support from the global community, with the aim of indirectly pressuring other states to resolve human rights conflicts in a manner that ensures balanced and transparent benefits for the international society.

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