

## **Show Management Innovation on Wayang Orang Sriwedari as the Public Diplomacy of Indonesia**

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### **Abstract**

Culture can be an important aspect of public diplomacy. It could also have an impact on a country's national brand. But living in the globalization era means that there will be more challenges to tackle in terms of culture. Because advanced technology changes the on how people enjoy art. With that, it is needed to innovate to survive in the ever-changing world. Hence, qualitative research is made to see the innovation done to one of Indonesia's valuable cultures, Wayang Orang Sriwedari. As well as look at how the role of government and people is as important as those inside Wayang Orang Sriwedari, in terms of innovation. The research will specifically focus on innovation in the aspect of show management. Because through show management innovation, Wayang Orang Sriwedari could reach boarder audiences and extend their relations. Resulting on inclusivity of Wayang Orang Sriwedari and strengthening Indonesia's image in the eyes of global community. Thus innovation in show management plays an important role on strengthening the potential of Wayang Orang Sriwedari as one of Indonesia's public diplomacy, especially in this globalization era.

**Keywords:** Globalization, Show Management Innovation, Public Diplomacy, Wayang Orang Sriwedari, Culture

## **Introduction**

*Wayang* has been around as one of Indonesia's valuable cultures for a long time, some Indonesians even indicates that *Wayang* has existed since 1500 years Before Century (Awalin, 2019). *Wayang* is used to tell religious scriptures, such as Mahabharata, Ramayana, or Islamic tales, as well as stories that contains life lessons to people (Marsaid, 2016). There are various types of *Wayang* in Indonesia, it can be in a form of drawings and dolls made out of animal skin or wood. But it can also be acted directly by people, which is known as *Wayang Orang* or *Wayang Wong* (Anggoro, 2018). Indonesia has several *Wayang Orang* spread throughout the country, one of them is in the City of Surakarta.

*Wayang Orang* is one of the icons of Surakarta City, which is known by the name *Wayang Orang Sriwedari*. It is named that way because the *Wayang Orang* performances are done in Taman Sriwedari that was once known as '*Kebon Rojo*', which were a garden specially built for the royal family mainly the kings to rest. The garden was built in 1899 by Pakubuwono X, but even though it was built around that year, *Wayang Orang Sriwedari* itself existed in 1911. At first, *Wayang Orang Sriwedari*'s performance was done for the eyes of the royalties only. But then in 1922, it started to be shown commercially, which was followed by the building of The *Wayang Orang Sriwedari Theater* in 1928 (Pemerintah Kota Surakarta, 2022).

Since before, *Wayang Orang Sriwedari* has been loved by many people of all kinds. Seeing how much excitement given by the people to *Wayang Orang Sriwedari*, in 1951 The *Wayang Orang Sriwedari Theater* underwent a renovation so that it could fit up to 1000 audiences, whereas before could only fit up to 500 people (Pemerintah Kota Surakarta, 2022). *Wayang Orang Sriwedari* reached its peak in the '50s up until the '70s (Firdaus & Anugrahanto, 2021). However, starting from the '80s, *Wayang Orang Sriwedari* experienced a decrease in the number of audiences, which is said to be caused by the start of the globalization era.

The globalization phenomenon is shown by how the world went through a spiral of development, which also affected technology to become more and more advanced. Thus in the world of art, it created new forms of entertainment such as radio, television, and now social media (Wardhani, 2018). The way globalization could make giving and receiving information from and to the world a breeze can be beneficial for the act of public diplomacy. In this case,

one of them can be done through cultural exchanges, to uplift the nation's brand. But despite that, if not used wisely, the emergence of new entertainment could potentially end up pushing aside traditional cultures (Anggraini, 2018).

The negative effect of globalization can be felt by Wayang Orang Sriwedari till the early 2000's. This can be seen by how people used to fill up the whole theater to the point of it being overloaded, becoming where there are only up to 30 people per day. There are even worse days when they don't have any audiences at all (Firdaus & Anugrahanto, 2021). With that, it is clear that Wayang Orang Sriwedari must take the utmost advantage of this globalization era. So that it can survive in the constantly changing world and live amongst the society till generations in coming. One of the ways is by doing innovations. Wayang Orang Sriwedari itself is a unique culture that is rich in art and knowledge of life. Doing some innovations, could help highlight those qualities that Wayang Orang Sriwedari has. So then it could also perform best as one of Indonesia's public diplomacy instruments.

Seeing that this qualitative research is done to see the innovations that have been done throughout the years by Wayang Orang Sriwedari. Because the innovation in the aspect of product and preparation had been done by previous research, this research will focus on the perspective of international relations on those innovations. In this case, it will affect the act of public diplomacy. In addition to that this research will focus on innovation in the aspect of show management. This is in line with how innovation in the aspect of product and preparation also needs support from innovation in the aspect of show management to have the utmost result. With that the data are collected by library research from articles from previous researchers, as well as field research through the action of observation and interviews.

### **Globalization, Innovation, and Public Diplomacy**

Before getting to the innovations done by Wayang Orang Sriwedari, is best to know the base of this research, which in this case is globalization and the connection of it with innovation. Starting with globalization itself, just as mentioned before, the happening of the globalization phenomenon is marked by how two countries or more start to communicate with each other through advanced technology, which makes it as if the world has lost its barriers (Parjanadze,

2009). In his book called '*The Blackwell Companion to Globalization*', George Ritzer stated that globalization has three characteristics. The first one is how globalization tends to improve global connectivity. Following that globalization focuses on countries, world politics, mankind, and individuals. Lastly, globalization is formed based on four aspects of human life, which are political, social, economic, and cultural (Ritzer, 2007).

Highlighting culture as one of the bases of globalization, the changing ways people enjoy culture is one of the signs of living in the globalization era. Nowadays people can see cultures from any country in the palm of their hands, of course through the help of modern tech such as radio, television, and social media. Thus Align with this research, it shows that in this day it is easier for countries to do cultural exchange. When done properly, the usage of advanced media these days is the best way to conserve a culture (Surahman, 2017). Since now media especially social media have a major impact on the global community. That is why, a country must make the best use of modern tech when promoting and conserving their culture. Because it will be a huge advantage for them in this competitive world.

However, if modern media aren't used properly, it will result badly. For Example, when a certain culture from a dominant country enters other countries with less power, it can influence their people. Influence, in this case, means that the people would start to like the other culture more and forget their own culture. As a result, the original traditional culture that they owned would fade away from their memories. Thus a global culture is formed. That way there is no more uniqueness in each country because they will use the culture of the more powerful country (Suneki, 2012). Because of that, we need to do some innovations so that the cultures would keep up with the change of the world, and live forever amongst the people nationally as well as loved internationally.

The concept of innovation itself is described by Everett M. Rogers in his book called '*Diffusion of Innovations, 4<sup>th</sup> Edition*' as an idea, object, or thought that is seen as something new to people or individuals. When it comes to something new, innovation is done through a step-by-step process, so it's not an instant thing but it usually takes time to produce a result (Kuniyoshi Urabe et al., 2018). Innovation can be done in two ways, which is radical innovation and incremental innovation. Usually, when it comes to culture, it is done by incremental innovation, which means evolving or adding something new without changing what was there. Incremental

innovation depends on the knowledge of what the consumer wants, for it to do any development or addition (Idris et al., 2015).

The innovation done in the field of culture usually focuses on the aspect of product, preparation, and show management. Product and preparation innovation is more on the thing that will be shown. For instance, in the case of Wayang Orang, it is done in the form of making the stories more relatable to what is happening these days (Widyastitieningrum & Herdiani, 2023). So that the people watching could enjoy it more because it's relatable to what they went through in the world. While innovation in the aspect of show management completed the two innovations. Both innovation in the aspect of product and preparation, need the addition of innovation in the aspect of show management for it to have the best result. Innovation in show management comes in the form of human resources, stage concept, production, funding, to marketing (Mar'ah M. Elkhoiriyah, 2020).

After knowing the connection between globalization and innovation, it can be concluded that cultures needed innovations to survive the globalization era. But in the perspective of international relations, it doesn't just stopped there. Globalization and innovation has its effect to public diplomacy. Based on the book '*Understanding International Diplomacy: Theory, Practice and Ethics (Second Edition)*' by Corneliu Bjola and Markus Kornprobst, diplomacy is a form of communication that is established amongst a few representative of an institution that is admitted internationally (Bjola & Kornprobst, 2018). The book also mentioned that the representative has the duty to manage, produce, and distribute a public issue that is happening in the international world. With that diplomacy is done by a country with the purpose to achieve their interests (Berridge, 2015).

In this evolving world, diplomacy no longer done just by governmental actors, but also done by non-governmental actors. In this case it can be from the government to the people or from people to people. This act is called the public diplomacy. As its instrument public diplomacy usually uses soft power, such as a country's culture (Snow & Taylor, 2008). When using culture as a diplomacy instrument, the purpose is no longer simply to achieve a country's interest, but it is also to promote and uplifts its nation's brand (Kozymka, 2014). Connecting it with globalization, the advance technology makes it easier to do public diplomacy. Because as it is mentioned before, the phenomenon is shown by how the world is now connected, as if there

was no border between nations. Whilst innovation affected on how people utilized technology as a way to further reach out or attracting the global community when doing public diplomacy.

With that, as one of Indonesia's cultures that has been around for a while, innovation must be done by Wayang Orang Sriwedari. So it won't be affected negatively by the globalization era and live forever in the heart of the people nationally for generations to come. In addition, innovation is also expected to help Wayang Orang Sriwedari reaching a boarder audience in a global scale, by enhancing its appearance and promoting it. That way Wayang Orang Sriwedari can be an effective instrument for Indonesia's public diplomacy. Hence, this research will see in-depth on innovations that have been done or will be done on Wayang Orang Sriwedari and how it contributed on it being the public diplomacy instrument.

### **Show Management Innovation on Wayang Orang Sriwedari**

Just like mentioned before, in the case of innovation on culture, usually it is done on three specific aspects, which are innovation on product, preparation, and show management. For the past years, Wayang Orang Sriwedari has made innovations in those three aspects. The action was encouraged by seeing the amount of audience decreasing from the '80s to the early 2000s. With that, the performers and crews of Wayang Orang Sriwedari started to develop new ideas to enhance it in the form of its performance up to how they promote it. The first step with the innovation is to conserve and remind people that Wayang Orang Sriwedari still exists. Afterward, it is hoped that the innovations give a boarder result, which is attracting people from aboard to see it.

Innovation in the aspect of product and preparation has been discussed in the research article titled '*Pelestarian Budaya Jawa: Inovasi dalam Bentuk Pertunjukan Wayang Orang Sriwedari*' by Sri Rochana Widyastitieningrum dan Een Herdiani. The research mentioned that Wayang Orang Sriwedari starts to give a modern twist to their performance, such as the plot of the stories, the language they use, some of the dance moves, and even the overture arrangement. The purpose of the modern touch is to make it more relatable to what is happening nowadays, as well as more engaging for the younger audience. It also mentioned that for the costumes and

makeup, the innovation is more on the aspect of qualities, so that the visual looks more appealing to the audience (Widyastitieningrum & Herdiani, 2023).

The innovation did involve adding some new things or changing some elements, such as language. However, it still stays inside the original rules or traditions that Wayang Orang Sriwedari always has. This means that they put a modern twist but didn't replace or remove any original value. It shows that the innovation done is incremental innovation, which focuses on adding something without changing or erasing any of its origin. But even with only adding some touch of new things, based on the research it is said that the innovation done in the aspect of product and preparation, has succeeded in captivating the younger audience.

From the perspective of international relations, it is hoped that the innovations in the aspect of product and preparation will captivate the hearts of the global community. In the term when the innovation is done continuously, it could further enhance the quality of Wayang Orang Sriwedari until it reaches the global standard. As a result, Wayang Orang Sriwedari will have better potential as one of Indonesia's public diplomacy instruments, and make it a culture that is loved as well as memorable for everyone around the world. Kind of to the point that when a tourist comes to Indonesia, watching Wayang Orang Sriwedari is one of the activities they must do. When it does reach that state, it could very much increase our nation's brand, and even in other aspects, such as the economy.

But only doing innovation in those two aspects is not enough, it needed the push from innovation on show management. Therefore, the innovation in the aspect of show management is also done by Wayang Orang Sriwedari. The show management innovation they do, focuses on innovating in the field of human resources and marketing. Research data result on the innovation done so far are taken from interviews with the former coordinator of Wayang Orang Sriwedari, Hery Karyanto, and the current performer coordinator of Wayang Orang Sriwedari, Risang Janur Wendo. Both sources talk about how innovations indeed need to be done because it does have a somewhat significant impact on the amount of attention Wayang Orang Sriwedari gets since the innovation is done.

For human resources, the innovation is done by recruiting younger performers and crews for Wayang Orang Sriwedari. The idea is so that these young performers and crews could give insights into what the younger generation is interested in, as well as novelties in terms of

products and preparation. Align with the past research, most of the innovations done are by younger performers and crews. Aside from that, regeneration is needed, so that Wayang Orang Sriwedari forever live in the society. Because it is not possible to depend on the same player for years, fresh energy now and then is needed to engage more audiences. In the case of human resources, they also have cast of the season. That is because some audiences came to see the cast playing certain characters. So it was used to a full advantage, by often playing stories with those specific characters in the whole season or until there were new fan favorites.

In terms of marketing, at first, the promotion is only done through words from people to people. Then they start to paint on an empty wall near the theater to tell what story they are performing that night. But of course, it took too much effort to do every day, so it wasn't very effective. Seeing so, around the 2010's the promotion was done by making pamphlets to share and posters that were put on a display in front of the theater. It both contains the title of the story usually the one that they going to perform that month, the ticket price, and the time of the show. To this day the technique is still used, but with a more advanced way and a better quality. Now every day when they have a show the performers and crews post digital pamphlets that contain the title of the story they will perform that day, complete with the picture of the main character, ticket price, and the time of the show on their social media.

From both innovations, it can be said that there is a significant result. For instance, in the early 2000s Wayang Orang Sriwedari had a decrease in the amount of people watching. The most were only 70 people whereas, on the worst day, they even had the theater empty. But then after those innovations, they start to see an increasing number of audiences. Every day had a minimum of 100 people, they even had a full theater in some days. Hence, it shows that the innovation did give good effects on Wayang Orang Sriwedari, and if it's done continuously following the rhythms of the world, it will have a greater impact in the future, even on an international scale. But there is another feature that plays a part in the success of the innovations, which is the support from the government and the people themselves. The two actors have a part in the evolution of Wayang Orang Sriwedari, which is as important as those inside the performers and crew of Wayang Orang Sriwedari.

## **Surakarta City Government's Contribution to Innovation on Wayang Orang Sriwedari**

For Wayang Orang Sriwedari the governments take part in supporting it mostly in the form of funding, where some of the supports are done by the Department of Culture and Tourism. At first, it was only the responsibility of the art and culture division, but as of 2023, it was now also the responsibility of the tourism division. With the divided duty it is said to be more effective in fulfilling the need of Wayang Orang Sriwedari. The art and culture division focuses more on human resources and Wayang Orang Sriwedari in general, whilst the tourism division focuses on the maintenance of the theater. In terms of human resources, the division made sure that the performers were part of the government workers so that they had a more secure living. They also make sure that Wayang Orang Sriwedari has the best performers and crew, by giving assessments when recruiting them. Theater-wise, till this there aren't many done yet. The tourism division still focuses on repairing broken things in the building and making sure that they are in their best condition.

Besides the main responsibility as mentioned before the Department of Culture and Tourism also supports Wayang Orang Sriwedari by promoting them. This is done by every worker posting pamphlets of their show on their social media every time there is a show scheduled. They also help in certain situations such as, when the world got hit by the COVID-19 pandemic. The Department of Culture and Tourism posted videos of Wayang Orang Sriwedari's performance on the Department of Culture and Tourism official YouTube. Thus the audience could still enjoy the show and the performer could still work amidst the pandemic. The act gains a pretty good amount of attention with an average viewer of 8.22K. Aside from that they also include Wayang Orang Sriwedari in some events or even to play in some schools so that more people, the especially younger generation acknowledge the existence of Wayang Orang Sriwedari.

The central government of Surakarta City also supports in terms of promoting Wayang Orang Sriwedari. This is shown by the mayor of Surakarta from 2021 through 2024 Gibran Rakabuming Raka posted the pamphlets on his Twitter account, inviting people to watch Wayang Orang Sriwedari when they come to Surakarta. They also put up a poster that displays Wayang Orang Sriwedari in front of The Sriwedari Park, as a way to promote them. Besides that around the year 2023, they also made a new policy to raise the price of the ticket from Rp

10.000 to Rp 20.000. So far, the new policy hasn't affected the number of audiences, as there has been no decrease in numbers. The number of audiences so far is still rounded up to 1000 audiences per week. Thus it is seen to give a benefit to Wayang Orag Sriwedari because it didn't have a bad effect, but resulting in more income for Wayang Orang Sriwedari.

There are also some plans and hopes that the government has for Wayang Orang Sriwedari. Based on the interview with ex Wayang Orang Sriwedari coordinator, Hery Karyanto, who is now working in the Department of Culture and Tourism as a youth cultural administrator in the division of arts and culture, since years ago they had a plan to renovate the theater so that it looks grander and more comfortable for the audiences. The goal is to make it as grand as opera theaters in other countries, so whenever there are local or international tourists, they feel like it's a must to watch Wayang Orang Sriwedari when they visit Surakarta. But unfortunately, some issues stopped the project from running, with the addition of some funding issues. With that, the project remains a dream that hopefully soon could be accomplished. The government also hopes that in the future they could do more collaboration with tourism agencies, such as The Association of the Indonesian Tours and Travel Agencies (ASITA) Surakarta and the Indonesian Hotel and Restaurant Association (IHRA) to further promote Wayang Orang Sriwedari to tourist.

### **People's Contribution to Innovation on Wayang Orang Sriwedari**

Not just as an audience, but the people also have an important role in the case of innovating Wayang Orang Sriwedari. Those roles mostly consist of promoting Wayang Orang Sriwedari. For example, Wayang Orang Sriwedari's Instagram account was specifically created by an art enthusiast who collaborated with the performers and crews of Wayang Orang Sriwedari. The account by the username @wayang\_orang\_sriwedari is made to post all the activity of Wayang Orang Sriwedari, including pamphlets of their show schedule. The account has a good number of followers, which so far it's about 21.9K followers. Besides the official account, lots of Wayang Orang enthusiast also posted videos or pictures about Wayang Orang Sriwedari on their own social media account.

Promotion through social media is believed to be an effective action, this is because we are now living in an era where everyone is using social media. With that, when Wayang Orang Sriwedari is posted on social media, it did catch people's attention, including the younger audiences. The action also resulted on Wayang Orang Sriwedari becoming a highlight to one of the media, Detik.com, which stated that as of now there are starting to have many audiences that are from the younger generation (Ariani, 2023). Wayang Orang Sriwedari's performer coordinator Risang Janur Wendo stated that since the article was posted, more people start watching Wayang Orang Sriwedari performance. There are even nights when the whole theater is fully booked, to the point that the audiences sit on the floors to watch, and some didn't get any seats. Besides that, posting Wayang Orang Sriwedari on social media also succeed to caught the attention of a few audiences from overseas, where they saw the post online and decided to watch Wayang Orang Sriwedari when visiting Surakarta.

The increased audience number also has to do with having younger performers in Wayang Orang Sriwedari. Usually, the young performers of Wayang Orang Sriwedari is an art major graduates, such as from the Indonesian Institute of the Arts (ISI) Surakarta, and sometimes they would invite their friends and family to watch they perform on Wayang Orang Sriwedari. Some even invited the international student to watch the show. The act could further promote Wayang Orang Sriwedari to boarder audiences. It could also catch the attention of the young audience, and there will be more graduates who are interested in joining Wayang Orang Sriwedari in the future. This would benefit Wayang Orang Sriwedari because it would ensure that they would have qualities in terms of human resources and that they will always be conserved from the regeneration.

Along with that Wayang Orang Sriwedari has also done some cooperation with the academic fields. Such as programs of internship done by universities or at the level of high school. The internship program usually involves the students practicing to become performers, such as by being the opening master of ceremonies and performing as a side character. However, some students did the practices to become crew members, which are controlling the stage light, managing tickets, preparing for the player's costumes, and welcoming audiences. With the programs, hoped to give more knowledge of Wayang Orang Sriwedari to younger generations and intrigue them more in the art. Aside from that, the goal is to either interest them to join in

the future and for them to start sharing about Wayang Orang Sriwedari with people around them or even with a larger community.

Other than promoting, some of the art enthusiasts also supported Wayang Orang Sriwedari by giving some donations in the form of funds and things. The donations are usually used for makeup, costumes, or properties needed. Some donators also give some facilities such as projector and stage properties to further enhance the performances. The action could help to raise more attention to Wayang Orang Sriwedari. Especially with the addition of properties could make Wayang Orang Sriwedari more interesting to watch, because of the better quality they have. This shows that even the audiences cared for Wayang Orang Sriwedari and hoped that it further develops and live in the society till the future.

### **Show Management Innovation on Wayang Orang Sriwedari Contribution to Indonesia's Public Diplomacy**

Just as mentioned before, there is a connection between globalization, innovation, and public diplomacy. The globalization phenomenon shows that the world is constantly changing and evolving. One of the examples of development that the world is experiencing, is how today people started using technologies that could connect countries all around the world. Thus it triggered the emersion of public diplomacy, where diplomacy could be done by anyone from anywhere. Referring to that, this research focuses on soft power diplomacy using culture as its instrument. In this case is how globalization results in new ways for people to enjoy culture that is with the usage of technology. Because of that innovation needed to be done so that not only so that culture could survive in the globalization era, but also strengthen a country's culture potential on being the public diplomacy instrument. Therefore, innovation is done by Wayang Orang Sriwedari, with the support of the Surakarta City's Governments as well as the people.

Based on the passages above, Wayang Orang Sriwedari has made many innovations, including in the aspect of product and preparation. In that aspect, innovation is done by changing the stories and language or upgrading their makeup and costumes qualities. However, from the perspective of international relations, only doing those two aspects wasn't enough, especially if the goal is to strengthen Wayang Orang Sriwedari's potential as a public diplomacy

instrument. Innovation in terms of product and preparation does help making the show more appealing to the younger audiences or perhaps making it more proper to show to the world. But those result, won't have any meaning if the act of promotion or maintenance aren't equally as good. That is why it is also needed for innovations in show management to be done.

Just as mentioned before, innovations in show management done by Wayang Orang Sriwedari, are on their human resources, promotion, as well as some supporting acts such as theater maintenance and cooperation with government or non-governmental institutions. Some of the innovation focuses on conservating Wayang Orang Sriwedari, which is reminding people that the show still existed. For instance, by regenerating performers or playing in some events, such as at schools and local shows. But promoting and cooperation, is where the innovations have the ability to strengthen Wayang Orang Sriwedari's potential as a public diplomacy instrument.

In terms of promotion, as mentioned before Wayang Orang Sriwedari has started to utilize advanced technology. Not just the crews and performers of Wayang Orang Sriwedari, but the government and audiences also took part in promoting Wayang Orang Sriwedari with their social media. Some news media also promote Wayang Orang Sriwedari through their web articles. This refers to the changing ways people enjoy culture in the globalization era. As now social media or the internet has a huge impact on people, it become a connector between Wayang Orang Sriwedari and people everywhere, In Indonesia or even other countries. So those who weren't aware of Wayang Orang Sriwedari can know its existence. While for those who know Wayang Orang Sriwedari can enjoy Wayang Orang anywhere and anytime.

Innovation in terms of cooperation is done by Wayang Orang Sriwedari with many individuals or institutions in various fields. Such as the government, tourism institutions, academic institutions, and art enthusiasts. Aside from that, there is a more subtle form of cooperation, which are personal links that each performer has. For instance, some of the performers have relations with someone who lives in another country, and in some events, they will be asked to perform Wayang Orang. Even though it was more on a personal level, however, it can lead up to promoting wayang Orang Sriwedari or doing cooperation but as Wayang Orang Sriwedari instead of as an individual performer.

Innovation in the aspect of show management has an impact on Wayang Orang Sriwedari. Such as through promotions, help Wayang Orang Sriwedari to reach a boarder audience, both on the

national scale and international scale. This could affect on extending Wayang Orang Sriwedari's relations, with those inside the country or even those from other countries. More relations could enhance Wayang Orang Sriwedari, so it can be better than before and fully shine as a culture. With that more people in the world would acknowledge Wayang Orang Sriwedari, which results in it having inclusivity in the eyes of the global community. When Wayang Orang Sriwedari made it to that point, not only it would benefit the culture itself, but it would benefit Indonesia as well. Because at that point as one of Indonesia's public diplomacy Instrument, Wayang Orang Sriwedari it could uplift the nation's brand in the eyes of the international community.

### **Conclusion**

From this research, it can be concluded that Wayang orang Sriwedari has a good potential on being Indonesia's public diplomacy instrument. That is because the culture itself is unique, meaningful, and rich of art. But in this constantly changing world, it needs to go through some upgrades for it to survive. That is why it is important for Wayang Orang Sriwedari to take advantage of this globalization era for doing innovations that could further enhance its quality as well as put it out to the world. Thus the incremental innovation on the aspect of product, preparation, and show management is done by Wayang Orang Sriwedari to reach its utmost potential. The three aspects are connected and have effective feedback to one another. But in the perspective of international relations, show management have the most impact. That is because it could help Wayang orang Sriwedari to reach further to the world, so that it has more links and it is more known by the global community, to the point of inclusivity. In addition, it also beneficial for Indonesia, which is elevating the nation's brand.

However, these innovations can't be done only once or on a short period. It is must be done continuously. Even after Wayang Orang Sriwedari reaches its top potential someday, innovations still have to be done. Because the world will constantly change and evolving, therefore cultures must also develop in some aspects for it to forever live and loved. With that, it is hoped that this research inspires people especially the younger generation in Indonesia to be more aware of the potential Wayang Orang Sriwedari as well as the other cultures Indonesia have. Also continue on doing the innovations to them. So that in the future, Wayang Orang

Sriwedari and other Indonesia cultures could reach its maximum potential as Indonesia's public diplomacy instrument and be appreciated of its beauty throughout the nation as well as world.

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