

ABSTRACT

The Museum of Asian African conference is the only museum museum that are set up as soft power of indonesian diplomacy by the ministry of foreign affairs , because museum asian african conference assisted with the process of of indonesian diplomacy with form an opinion of good in the sight of the public through the value of asian african conference which has been spread to the society within the country and overseas in any securities activities museum asian african conference .

In carrying out its role as soft power diplomacy museum asian african conference involving processes of communication in running his communication strategy .

This research be held to find out “communications strategy the museum of asian african conference as soft power of indonesian diplomacy”. The research is the qualitative study with the methods a case study with the paradigm konstruktivis as well as the collection of data using interviews and observation .

The results of this study show the museum of asian african conference implement the concept of public participatory in every strategy it runs. the museum of asian african conference spread the values of asian african conference use of new media that are able to involve society participation, held an event so that the created society participation as well as forming a community that has the same interest called Sahabat Museum.

Keyword : soft power, communication, strategy, participatory public.