

## Soft Power's Infiltration as a Strategy to Expand Economic Markets and Enhance Bargaining Power (Case Study: Taylor Swift Concert)

Solomon Darren Wang<sup>1\*</sup>, Budhi Susilo<sup>2</sup>

<sup>1</sup> Student of Guangxi Overseas Chinese School, China

<sup>2</sup> Universitas Proklamasi 45, Yogyakarta

**Corresponding Author:** Solomon Darren Wang [wangd2395@gmail.com](mailto:wangd2395@gmail.com)

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### ABSTRACT

This study investigates how extending economic markets and strengthening bargaining power can be achieved by the strategic use of soft power, as demonstrated by the Taylor Swift concert. The worldwide appeal and economic significance of the Taylor Swift performance make it an interesting case study. The artist's enormous popularity—which is derived from her music, personal brand, and capacity to engage a wide range of audiences—is responsible for the success of the concert. A nation may draw tourists, support small companies, and improve its reputation as a cultural leader by organizing a Taylor Swift performance. The influx of tourists may cause the host nation's GDP to grow and employment opportunities to arise through higher expenditure. Furthermore, as it shows that the nation can draw and organize major events, the concert's success can strengthen the nation's negotiating position in international negotiations. This research will examine the diplomatic and economic effects of Taylor Swift's concert, using case studies and secondary sources as sources of information. It will also go over the larger effects of soft power tactics on the development of economic markets and the strengthening of bargaining power.

## INTRODUCTION

Basically, all countries want to avoid physical warfare, as has happened in several world wars in the past. However, in the modern era and the age of nuclear weapons, war is not the best option. Because if powerful nations go to war, especially if they use nuclear weapons, 80% of the planet would be destroyed and rendered uninhabitable. Therefore, there is a saying that war is the last resort. War is the last option for diplomacy.

In order for Indonesia to avoid a physically devastating and Earth-damaging war, it must continue to enhance its soft power in the fields of technology, culture, values, religion, media, diplomacy, and geopolitical manoeuvring. Indonesia's ability to maneuver on the global stage, compete with the international community, and avoid heavy warfare requires an enhancement of its soft power. To become a significant player in the region and the world with sophisticated soft power capabilities in the future, our soft power capabilities must be continuously improved.

To win in the current competition, soft power strategy is one of the global approaches in global competition. Joseph Nye, a political scientist, coined the term "soft power" referring to the ability to influence and shape the opinions, behaviours, and policies of others through attraction, values, culture, and diplomacy rather than through violence or economic pressure. Soft power is more effective in persuasion and promoting a country's reputation.

The Beijing Olympics is an example of China's soft power. Although Voice of America and Fulbright scholarships are considered America's soft power, in reality, Hollywood, MTV, and McDonald's may contribute more to America's global soft power than just government actions. Therefore, soft power is something that emerges outside the government but is partly influenced by the government.

For instance, India, with the world's largest population of mobile phone users, ranks fifth. Yoga and Ayurveda, the majority of Indian workers in Silicon Valley, and "Kyunki Saas Bhi Kabhi Bahu Thi," the most famous Indian television soap opera. With the power of this soft power, India is portrayed not only as a place of poverty and snake-charming magicians but also as a hub of mathematical geniuses, computer experts, and software developers.

Infiltration, or secretly entering a location or organization to achieve a specific goal, is referred to as infiltration. It is more operational and usually involves covert activities. The infiltration intended in this research is to expand or broaden the economic market pool through the expansion of soft power to other countries or an increase in bargaining power against other countries, such as the down streaming of Indonesia's natural resources by President Joko Widodo.

In March 2024, Taylor Swift was paid 45 billion dollars just to perform in Singapore. To be the only Southeast Asian country to host Taylor Swift's concert, the Singapore government is considering paying a substantial amount to Swift and her team. Why is the Singapore government willing to spend more money for Taylor Swift's event? Because the economic impact would be significant. Taylor Swift fans can spend \$1,300, or 20 million Indonesian rupiahs, each in the

United States for concert tickets, travel, clothing, and merchandise. The current Thai government is upset with Singapore for what seems like intentionally paying a high price for Taylor Swift's exclusive concert in Singapore, making everyone in Southeast Asia who wants to see her go to Singapore. However, some argue that Singapore cannot be blamed for Taylor Swift's preference to hold her concert there. This is because Singapore is the only Southeast Asian country with adequate infrastructure, a tested ticket sales system, and broad public accessibility. There are no rush hours, the MRT is still available, and there is no traffic congestion before and after the concert. The cheapest ticket price for Taylor Swift's concert tomorrow in Singapore is around four million rupiahs.

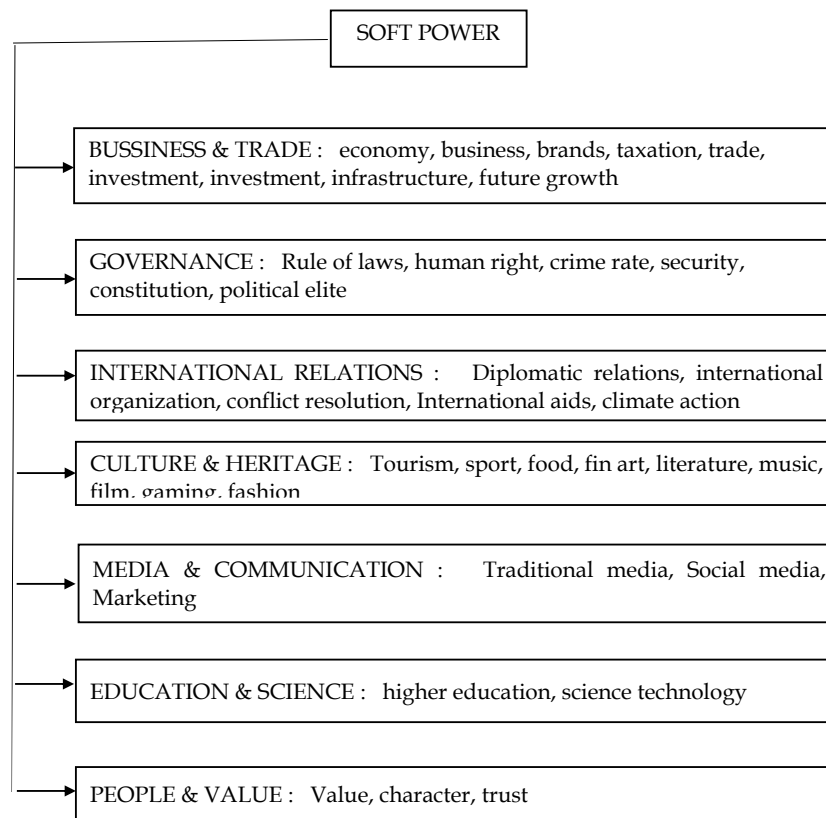
Problem formulation are: First, what is the impact of the soft power raised by Taylor Swift's concert on the market economy and negotiating power of a country? Second, how to optimize soft power strategy through music concerts and other cultural events? Goals of the Research are: *First*, examining how Taylor Swift's performance affected the favourable perception of a nation as an example of the soft power infiltration tactic. *Second*, offering suggestions for maximizing the use of soft power infiltration tactics in order to further a nation's diplomatic and economic objectives.

According to the author's examination of literature in the library and searches on social media, it seems that no existing scientific studies align closely with the proposed research title

## THEORETICAL REVIEW

There are several theories of soft power that you can consider:

1. **Joseph Nye:** Nye describes soft power as the "ability to get others to want the outcomes that you want". He identifies three main sources of soft power: political values, culture, and foreign policies.
2. **Vuving (2009):** Adding the word "acceptance" to the definition of soft power, Vuving depicts it as the "ability to make others want or accept what you want".
3. **Breslin (2011):** Breslin characterizes soft power as the "idea that others will align themselves with your values and policies".
4. **Stella Edwina Mangowal (2010):** Mangowal mentions that soft power often has an effect on a country's overall goals, and the government does not have complete control over its attractiveness.
5. **Nancy Snow:** Snow offers three dimensions to measure soft power: when culture and values demonstrated align with global norms, and when a country gains abundant access to global channels.
6. **Soft Power 30:** Soft Power 30 defines soft power as the "positive use of tendencies and influence to achieve foreign policy goals".



**Figure 1. Soft Power Pillar**

According to these theories, soft power is the ability to influence and persuade others using assets such as culture, values, and foreign policies as alternatives to hard power (coercion and force).

In the following ways, soft power can assist a country in supporting its foreign policy:

1. Persuasion without coercion: Soft power utilizes cultural aspects, values, and policies to persuade other nations without resorting to force or confrontation, known as hard power.
2. Disseminating preferences: Soft power modifies the preferences of other countries through their perceptions of the nation employing it, helping to define interests and support foreign policy goals.
3. Enhancing credibility: Countries effectively employing soft power will gain higher credibility in the international arena, influencing the perceptions and decisions of other nations.
4. Facilitating collaboration: Soft power can help facilitate positive collaboration between nations, overcoming conflicts and building friendly relationships.
5. Developing competitiveness: Soft power aids in enhancing a country's competitiveness in various fields such as economics, trade, and investment.
6. Addressing global issues: Soft power can contribute to tackling global issues such as terrorism, monetary crises, and climate change by fostering cooperation and collaboration among nations.

7. Developing cultural diplomacy: Soft power can promote a country's cultural assets, values, and policies, building a positive image and strengthening international relations.



**Figure 2. How Can Soft Power Perceptions Be Leveraged By Nations**  
 (source: <https://brandfinance.com/insights/soft-power-why-it-matters>)

The Reynolds theory is used to analyse the size of a country's soft power and its types. Reynolds states that there are three levels to measure soft power: cultural propaganda, democratic change, and systemic change.

### METHODOLOGY

This research employs a descriptive qualitative research approach, which combines elements of both qualitative and descriptive research. Qualitative descriptive research aims to provide a comprehensive overview of social conditions and analyse phenomena, events, or social situations. Data obtained in this research will be collected and presented directly in the form of descriptions or narratives. This method gives more consideration to the quality, features, and relationships between activities. Descriptive qualitative research collects data through methods such as interviews, observations, and documentation. Often, the results of this research are used to explore, explain, and depict social realities or phenomena comprehensively. This method is suitable for describing and depicting existing phenomena, whether human-engineered or natural, with a focus on characteristics, qualities, and relationships between activities.

### RESULTS

Table 1 below explains the differences between infiltration and soft power.

Table 1. The difference between hard power and soft power (modified by writer)

	<b>Hard power</b>	<b>Soft power</b>
<b>Definition</b>	It is a strength or influence that can be measured and implemented through military power, economic power, or other physical forces.	It is the ability to influence or shape the preferences of others through cultural appeal, political values, diplomacy, and positive image.
<b>Approach</b>	Transactional	Inspirational

<b>Characteristic</b>	Forcing the other party to do something desired by the first party.	Directing the party and following the will of the first party without pressure.
<b>Interaction</b>	Inter-country	Among its civilian population
<b>media</b>	Military, population, economy, etc.	Culture, foreign policy values, etc.
<b>Operation</b>	Involves the use of pressure or threats, both directly and indirectly, to achieve political or security goals.	Promoting cooperation and influence through interest, persuasion, and positive attraction, without using physical force or direct threats.
<b>Sample</b>	Military strength, economic sanctions threats, military intervention, nuclear power, and the like.	Cultural diplomacy, educational exchange, export of popular culture (films, music, etc.), foreign policies reflecting democratic and freedom values.

Table 2. Comparison of Soft Power in Several Asian Countries (modified by writer)

	JAPAN	SOUTH KOREA	INDONESIA	CHINA	THAILAND
SOFT POWER	<ol style="list-style-type: none"> <li>1. Comics (manga, hentai)</li> <li>2. Music and film industry</li> <li>3. Education</li> <li>4. Manufacturing: car</li> <li>5. Electronic product: mobile phone</li> </ol>	<ol style="list-style-type: none"> <li>1. Music and Film Industry</li> <li>2. Cosmetics</li> <li>3. Culinary</li> <li>4. Plastic Surgery</li> </ol>	<ol style="list-style-type: none"> <li>1. Mining Products: Coal, Nickel, Tin</li> <li>2. Marine Products</li> <li>3. Spices : lesser galangal, cardamom, cinnamon, candlenut; cubebs, nutmeg, vanilla, pepper, lemongrass, Sichuan pepper, secang wood, mesoyi, pulosari coriander, and others</li> <li>4. Natural Resources: Wood, Seafood</li> <li>5. The population of productive age from the millennial</li> </ol>	<ol style="list-style-type: none"> <li>1. Education</li> <li>2. Plastic-based Manufacturing Products</li> <li>3. Traditional Medicine</li> <li>4. Heart Transplants and Kidney Grafts</li> <li>5. Film and Music Industry</li> <li>6. Electronic product: mobile phone</li> </ol>	<ol style="list-style-type: none"> <li>1. Plastic Surgery</li> <li>2. Fashion Industry</li> <li>3. Film and Music Industry</li> <li>4. Buddhist temple tourism</li> </ol>

			and Zelenial generation s has the potential to work abroad as a source of foreign exchange for the country.		
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## DISCUSSION

Political scientist Joseph Nye first proposed the idea of "soft power," which is the capacity of a nation to influence others without using force or coercion by appealing to their emotions and convincing them. A increasing trend in recent years has been the strategic use of soft power infiltration by governments to broaden their economic markets and strengthen their bargaining power on the international scene. The use of soft power as a strategic instrument for economic growth and improved bargaining power is examined in this conversation.

The statement reads: "The infiltration of soft power is a strategy aimed at accomplishing two primary objectives: expanding the economic market and strengthening bargaining power."

1. Growth of the Economy Market: This suggests that the use of soft power penetration is intended to provide chances for economic growth and market expansion. Soft power, which is frequently associated with attractiveness, positive image projection, and cultural impact, can be used to increase a country's attractiveness in order to make it more desirable for foreign investment, commerce, and economic cooperation.
2. Enhanced negotiating Power: The phrase "enhance bargaining power" suggests that the use of soft power infiltration is regarded as a means of strengthening a nation's position in international relations and negotiations. A country aims to strengthen its position in diplomatic, economic, or trade discussions by applying soft power tactics to increase its influence and attractiveness.

This study examines the effects of using cultural infiltration to apply soft power, focusing on the Taylor Swift concert as an illustration of how to improve economic markets and strengthen a country's negotiating position. Based on media analysis, polls, and comparative case studies, several conclusions can be made:

1. Soft Power as a useful weapon: The Taylor Swift concert, which is an example of soft power penetration, is a useful weapon for promoting a favorable image of a nation. This effect affects not just the entertainment industry but also the diplomatic and economic spheres.
2. Economic Growth: By boosting tourism, ticket sales, and providing both direct and indirect benefits to the local economy, arts and cultural events can promote economic growth in the community.
3. Market Expansion and Cultural Reach: Taylor Swift supports the economic growth of her host nation as an international musician. The event acts as a

- forum to highlight positive aspects of the local culture and promote beneficial cross-cultural contacts by drawing attention from a global audience.
4. **Increasing Diplomatic Leverage:** A nation's diplomatic clout can be reinforced by subtly infiltrating international concerts. Positive ties that are cultivated by such events have the potential to further enhance diplomatic and commercial negotiations.
  5. **Relevance of Soft Power Infiltration Strategy:** Comparative case studies show that soft power infiltration – especially through cultural and artistic events – can be a pertinent and successful tactic to boost a nation's influence and strengthen its negotiating position internationally.

## CONCLUSIONS AND RECOMMENDATIONS

The Taylor Swift concert, which is a manifestation of the soft power infiltration, has proven to be a valuable tool in creating a positive image of a country. Not only in the entertainment sector but also in the economic and diplomatic realms.

With increased tourism and ticket sales, the concert directly and indirectly boosts the local economy. Subtle arts and cultural events can contribute to economic growth. Taylor Swift, as an international figure, assists in expanding the economic market of the host country. International concerts attract global attention and serve as a platform to showcase local cultural values, fostering beneficial cultural exchanges.

The soft power that infiltrates through international concerts can strengthen a country's diplomatic position. Such events can create positive relationships that may lead to more advancements in economic and diplomatic negotiations. Infiltration of soft power, especially through arts and culture events, can be an effective strategy to enhance influence and improve a country's bargaining position on the global stage.

### *Recommendations*

1. **Encouraging Cross-Sector Partnerships:** The entertainment industry and the government can collaborate to harness the potential of soft power infiltration. Cooperation between the public and private sectors can strengthen the implementation of this strategy, including economic and cultural promotion.
2. **Strengthening Tourism Infrastructure:** Improving tourism infrastructure and public facilities around the event venue can attract more visitors. This step can boost the local economy and create an environment supportive of soft power infiltration.
3. **Continuous Impact Measurement:** Establish a system to monitor and assess the impact of soft power infiltration continuously. Further research can provide additional insights into diplomatic effects, economic growth, and perception changes that may result from this approach.

## FURTHER STUDY

This adage, "Every rose has its thorn," perfectly sums up the main points of this study. Although the subject is new at the moment, in the next five to 10 years it is expected to become outdated. As a result, readers are urged to increase its applicability by utilizing a variety of qualitative techniques with participants.

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