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The Role of E-AYVP (Asean Youth Volunteer Program) 2021
as a Public Diplomacy In Fostering ASEAN Youth
to Achieve The Goals of ASCC 2025
*Peran E-AYVP (ASEAN Youth Volunteer Program) 2021 sebagai Diplomasi Publik
dalam Membina Pemuda ASEAN untuk Mencapai Tujuan-tujuan ASCC 2025*

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Riwayat Artikel

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Abstract

The ASEAN Youth Volunteer Program (AYVP) is an annual volunteer program held under the auspices of the Ministry of Youth and Sports Malaysia with the support of the U.S. Agency for International Development (USAID). The permanent secretariat of this program is based in Universiti Kebangsaan Malaysia (The National University of Malaysia - UKM). This program has been running and giving an impact on increasing ASEAN youth capabilities and knowledge, providing an understanding of issues in ASEAN, supporting cultural exchange and learning, and strengthening ASEAN regional identity for youth. In 2021, AYVP conducted an e-AYVP addressing the theme "Strengthening ASEAN Education Delivery Systems in Challenging Times". Through a descriptive-qualitative approach, this research will explain the role of e-AYVP 2021 as public diplomacy in fostering ASEAN youths to pursue the goals of ASEAN Socio-Cultural Community (ASCC) 2025. This research uses the concept of public diplomacy and soft power by Joseph Nye. As the finding, e-AYVP 2021 as the nonstate actor of soft power has fostered the ASEAN youth to accelerate the actualization of ASCC 2025 A.1, A.2, B.1, B.2, B.3. The result is based on the assessment of the e-AYVP 2021 program through the concept of public diplomacy and soft power through the analytical process of the concept, the ASCC 2025 blueprint, online survey and interviews.

Keywords: e-AYVP 2021; Public Diplomacy; ASEAN Youth; ASCC 2025.

Abstrak

ASEAN Youth Volunteer Program (AYVP) adalah program sukarela tahunan yang diselenggarakan di bawah naungan Kementerian Pemuda dan Olahraga Malaysia dengan dukungan dari U.S. Agency for International Development (USAID). Sekretariat tetap program ini berlokasi di Universiti Kebangsaan Malaysia (Universitas Nasional Malaysia - UKM). Program ini telah berjalan dan memberikan dampak terhadap peningkatan kapabilitas dan pengetahuan pemuda ASEAN, memberikan pemahaman tentang isu-isu di ASEAN, memfasilitasi pertukaran budaya dan pembelajaran, serta memperkuat identitas komunitas ASEAN untuk pemuda. Pada tahun 2021, AYVP melaksanakan e-AYVP dengan mengangkat tema "Memperkuat Sistem Penyelenggaraan Pendidikan ASEAN di Masa Menantang". Melalui pendekatan deskriptif-kuantitatif, penelitian ini akan menjelaskan bagaimana peran e-AYVP 2021 sebagai diplomasi publik untuk pemuda ASEAN. Penelitian ini menggunakan konsep diplomasi publik dan soft power dari Joseph Nye. Sebagai temuan, e-AYVP 2021 sebagai aktor non-negara dari soft power telah membina pemuda ASEAN untuk mempercepat aktualisasi ASCC 2025 A.1, A.2,

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Peran E-AYVP (ASEAN Youth Volunteer Program) 2021 sebagai Diplomasi Publik dalam Membina Pemuda ASEAN untuk Mencapai Tujuan-tujuan ASCC 2025

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B.1, B.2, B.3. Hasil tersebut berdasarkan pengujian program e-AYVP 2021 melalui proses analisis dari konsep, cetak biru ASCC 2025, survei online dan wawancara.

Kata Kunci: e-AYVP 2021; Diplomasi Publik; Pemuda ASEAN; ASCC 2025.

Introduction

The dynamic change in IR (power from hard to soft) has provided great opportunities for all member states in ASEAN to work together, influence, and achieve the goals and interests of the country. ASEAN or The Association of Southeast Asian Nations is the regional organization in Southeast Asia with ten member states: Indonesia, Malaysia, Philippines, Singapore, Thailand, Brunei Darussalam, Viet Nam, Lao PDR, Myanmar, and Cambodia. It was established in Bangkok, Thailand on August 8th 1967. Indonesia, Malaysia, Philippines, Singapore, and Thailand are the founding fathers of ASEAN by signing the ASEAN Declaration (Bangkok Declaration). However, the other six member countries of ASEAN joined gradually. On January 7th 1984, Brunei Darussalam joined the ASEAN followed by Viet Nam on July 28th 1995, then Lao PDR and Myanmar joined ASEAN on July, 23rd 1997.¹ Finally, on April 30th 1999, Cambodia joined the ASEAN and completed the ten ASEAN member states.²

ASEAN with its motto "One Vision, One Identity, One Community" has been working to actualize the aims and purposes of ASEAN Declaration (Bangkok Declaration) such as accelerating the economic growth, social progress, and cultural development in the ASEAN region; promoting the active collaboration among member states in any sectors; providing assistance of training, research fields, educational and professional spheres to each other; collaborating and maintaining close and beneficial cooperation within the regional or international context,

1 The ASEAN Secretariat, "About ASEAN", Asean.org, accessed in April 24th 2022, <https://asean.org/about-us>

2 The ASEAN Secretariat, "About ASEAN".

etc.³ Hence, to faster the goals of strengthening the ASEAN bonds, ASEAN formed the ASEAN Community that consists of three pillars; ASEAN Political-Security Community (ASPC), ASEAN Economy Community (AEC), and ASEAN Socio-Cultural Community (ASCC).⁴

ASCC is committed ASEAN Community to enhancing the quality of people in ASEAN.⁵ Moreover, it consists the cooperation activities that value people-oriented, people-centred, environmentally friendly, and geared toward the promotion of sustainable development. These are the commitments of ASEAN to lift the people's quality in ASCC 2025 blueprint.⁶ Hence, Soft power through public diplomacy, involving people in diplomacy, is a good strategy for achieving the goals of the ASCC. Therefore, the use of public diplomacy in this matter is considered important to be the smart strategy for pursuing ASCC purposes 2025 by highlighting people as an orientation and the centre of the activity.

In line with this case, ASEAN Youth Volunteer Program (AYVP) is an intended platform for youth to support the exchange of learning experiences and enhance cross-cultural understanding create equal opportunities in knowledge-driven volunteerism, develop

3 The ASEAN Secretariat, "What We Do, ASEAN Aims", Asean.org, accessed in April 24th 2022, <https://asean.org/what-we-do>.

4 The ASEAN Secretariat, "Our Communities", Asean.org, accessed in April 25th 2022, <https://asean.org/our-communities>.

5 The ASEAN Secretariat, "ASEAN Socio Cultural Community", Asean.org, May 10th June 2012, accessed in April 25th 2022, <https://asean.org/wp-content/uploads/2012/05/10.-Fact-Sheet-on-ASEAN-Socio-Cultural-Community-ASCC.pdf>.

6 The ASEAN Secretariat, "ASEAN Socio-Cultural Community Blueprint 2025" Asean.org, March 8th 2016, accessed in April 25th 2022, <https://www.asean.org/wp-content/uploads/2012/05/8.-March-2016-ASCC-Blueprint-2025.pdf>.

ASEAN youth's capacity, and implement a sense of identity across ASEAN.⁷ The purposes of AYVP have significantly aligned to the ASEAN Community – ASCC, in particular under Article 5 “to lift the quality of life of its peoples through cooperative activities that are people-oriented and environmentally friendly geared towards the promotion of sustainable development, contribute to building a strong foundation for greater understanding, good neighbourliness and a shared sense of responsibility.”⁸ Hence, the support by The AYVP in the people-to-people section of the Master Plan on ASEAN Connectivity has become a strong strategy of the public policy term. It implies the strategy of providing opportunities to promote awareness and collaboration through the exchange, outreach, and advocacy programs. This strategy is for the greater interactions between the people of ASEAN.⁹ Furthermore, an exploration for the establishment of an ASEAN volunteer program has become the objective strategy to compose the young professionals and support them in assisting their communities.

In 2021, AYVP established e-AYVP. It is a virtual program to foster ASEAN Youth in strengthening ASEAN education delivery systems in challenging times.¹⁰ The program was conducted virtually due to the COVID-19 pandemic. The theme is addressed to answer the challenge of the pandemic and how ASEAN overcome the education delivery systems by engaging youth as part of the solutions. Thus, the implementation and role of public diplomacy in the program are shown important as the ASCC 2025 blueprint

7 The ASEAN Secretariat, “ASEAN Socio-Cultural Community Blueprint 2025”.

8 AYVP Secretariat, “About Us: About the AYVP”, ayvpukm.com, accessed in April 27th 2022, <http://www.ayvpukm.com.my/about-us/>,

9 AYVP Secretariat, “About Us”.

10 AYVP Secretariat, “Interview for research paper via Email, The Role of AYVP 2021 as Public Diplomacy in Fostering ASEAN Youth to Achieve The Goals of ASCC 2025” Interview by M. Solahudin Al Ayubi on 3rd June 2022

highlighted that education is one of the areas that which ASEAN should cooperate. Accordingly, this paper is aimed to discuss how e-AYVP as a public diplomacy element can influence to foster ASEAN youth involvement in accelerating the goals of ASCC 2025.

The e-AYVP 2021 as A Non-State Actor: A Conceptual Framework of Soft Power and Public Diplomacy

Public Diplomacy is an emerging concept in international relations and is crucial to understanding the phenomenon in political science-related discourse. This concept is important to understand the influence of recent technological developments on individuals, publics and states in international relations context. Hence, the dynamics of international relations that continue to develop and the emergence of new issues make diplomacy not only based on state and state actors but also involving non-state actors such as public and people. Public diplomacy provides opportunities for new ways of influencing, including in improving the country's image to other countries.¹¹ It is recently known more effective to create the image of a country in the process of international relations.¹²

In addition, public diplomacy actions are largely dependent on communication and mutual understanding concept. Thus, it offers more peaceful political sphere. Hence, public diplomacy is considered as an attempt to improve relations with other countries, especially in creating a support base for other countries in more positive perceptions and actions.¹³ However, Joseph Nye argued that public diplomacy is a key tool of the combination between hard power and soft

11 Simon Anholt, “Beyond the Nation Brand: The Role of Image and Identity in International Relations,” *The Journal of Public Diplomacy*, Vol. 2, No. 1, (2013): 8-9.

12 Simon Anholt, “Beyond the Nation Brand”, 8-9.

13 Gyorgy Scondi, “Public Diplomacy and Nation Branding: Conceptual Similarities and Differences”, *Discussion Papers in Diplomacy*, Netherlands Institute of Interantional Relations, Clingendael, 2008, 142.

power – known as smart power, to produce the new style of diplomacy.¹⁴ Furthermore, it also requires a comprehensive understanding about the role of civil society to generate soft power.

According to Nye, soft power is a new effort or way of responding to the dynamics of international relations which consists of elements of culture, value systems, norms and policies.¹⁵ Soft power is used by states to bind other countries to cooperate and assist in achieving interests. Nye explained that the purpose of soft power is to invite the public, not to force the public.¹⁶ The use of soft power in the dynamics of international relations in contemporary times as it is today providing an opportunity for countries to see opportunities or approaches and efforts that are non-pressing and non-destructive. Nye explained further that the fundamental element of soft power is an interest of the state itself. The intended interest is not only attractive to the government but also to the general public, so that negative perceptions will hinder the soft power process that is mutually beneficial.

“Frame the issues, whose culture and ideas are closer to the prevailing norms and whose credibility abroad is reinforced by their values and policies.”¹⁷

Furthermore, Nye stated that soft power has three primarily key resources: the culture of countries – the places of interest to others, their political values – to recognize how it lives up to them at home and abroad, and their foreign policy – to see a legitimate and moral authority.¹⁸ Hence, the implementation of soft power can be seen through public diplomacy.¹⁹ Public diplomacy is used as an instrument of communication to the government against the

14 Joseph Nye, “Public Diplomacy and Soft Power”, *The Annals of the American Academy of Political and Social Science*, Vol. 616, No. 1, (2008):108.

15 Nye, “Public Diplomacy and Soft Power”, 96.

16 Nye, “Public Diplomacy and Soft Power”, 101.

17 Joseph Nye, *The Future of Power* (New York: Public Affairs, 2011).

18 Nye, “Public Diplomacy and Soft Power”, 97.

19 Nye, “Public Diplomacy and Soft Power”, 103.

government or the public. This activity aims to build public opinion on an action taken by the state to gain positive and mutually beneficial perceptions. Nye emphasized it is through public diplomacy, soft power can be correlated.

“Diplomacy aimed at public opinion can become as important to outcomes as the traditional classified diplomatic communications among leader.”²⁰

Therefore, soft power can help to get one's desired result on a particular problem because it is understood as the persuasive power of one's thinking. Soft power through public diplomacy activities is agreed to be able to bring benefits to both countries who are working together and are politically involved. Nye further explained that peace will be easier to achieve when there is alignment of interests, increased cooperation and the perception of a good image. This can be done through soft power.

There are various ways and actions to implement public diplomacy such as cultural exchange, international fairs – education, culture, internship, music, food festivals, films, volunteer activities, etc. Furthermore, the previous research by Beyza Sohtorikolu on her bachelor's thesis “Public Diplomacy Of The European Union In Turkey: Goals, Features, And Prospects”.²¹ This study uses the same conceptual approach as the author but with different research method, Beyza used a descriptive-quantitative research method. The research results of this thesis focus on strategic communication between the European Union and the Turkish public through public diplomacy. The Republic of Turkey is considered to be an element in the prospective expansion of European Union policies in carrying out public diplomacy. The research explains the increase in European

20 Nye, “Public Diplomacy and Soft Power”, 103.

21 Beyza Sohtorikolu, “Public Diplomacy of The European Union in Turkey: Goals, Features and Prospects” (Thesis, Tallin University of Technology, 2016).

Union public diplomacy initiatives among the Turkish public. The improvement of these initiatives leads to mutually beneficial cooperation outcomes between the two parties. This cooperation is based on the European Union's foreign policy regarding the European Union External Action Services (EUEAS) which has 4 main objectives such as supporting stability, advancing human rights and democracy, seeking to spread prosperity, and supporting the upholding of the rule of law and good governance. Beyza highlighted that strategic communication of the EU with the Turkish public through public diplomacy – using education elements such as the Erasmus+ program has successfully strengthened the bond between the EU and Turkey. The increase in these initiatives leads to mutually beneficial cooperation results between the two parties. It has resulted that The European Union has contributed to Turkey's progress in the fields of science, research and education.

In addition, the research - “The role of international educational exchanges in public diplomacy”²² by Antônio F. de Lima Jr., In his research, Antônio used an explanatory-qualitative method with a public diplomacy theory approach. The research results from the journal as a whole state that international educational exchanges have an important role in public diplomacy. This is because there is face-to-face contact between countries that can help reduce stereotypes and facilitate intercultural communication. In particular, the results of the study are divided into three parts. First, the development of a conceptual framework to discuss the concept of public diplomacy and international educational exchange. The first part explains that international education exchange is a relevant issue in the practice of public diplomacy in the current era. This

is because the development of diplomatic cooperation between countries through educational or cultural exchange activities is more desirable. Second, the results of the analysis regarding the role of international education exchanges in public diplomacy. The second part explains that in the context of public diplomacy, in directing its foreign policy in a more favorable direction, international education exchanges are considered as a way to improve the image of a country. Finally, in the third part, the author explains about the Fulbright Exchange Program and its role in American public diplomacy. In the third part it is explained that the Fulbright Exchange Program in American public diplomacy plays a role in several things such as in the political field where the program can help promote a broader and deeper understanding of the U.S. so that the foreign public can understand correctly. Then the program also plays a role in creating mutual understanding and strategic understanding between countries and can increase awareness of good relations with the U.S.

Consequently, e-AYVP 2021 has a prominent key as public diplomacy instrument in ASEAN as a non-state actor to strengthen the bond partnerships among ASEAN member states (AMS). Hence, e-AYVP 2021 can generate a bridge among countries by engaging and involving their people (notably youth aged 18 – 30) through these types of activities. Accordingly, it can show the new perspective of an image, perceptions, brand, and an exchange of public opinion one another. By involving the public in diplomacy, the country has no longer the only actor that can push the effects of their interest to others. Therefore, it can allow them to build stronger, sustainable, and better relations.

22 Antônio F. de Lima Jr, "The Role of International Educational Exchanges in Public Diplomacy", *Place Branding and Public Diplomacy*, Palgrave Macmillan. 3, no. 3 (2017): 234-251.

Methods

The method for this research is descriptive-qualitative. This type of research aims to analyse, describe, and summarize a situation by collecting various data and credible sources such as books, journals, interviews, or reports from observations in the field. This research uses the online survey of the 192 e-AYVP 2021 participants in their *Telegram* group to find their responses about the program. Hence, the interview with the secretariat of AYVP through email is also conducted to find more information about the program and their response to the research topic. The impact of this method and the use of soft power and public diplomacy concept in this research is an explanation of comprehensive description and hypothesis testing related to the role of e-AYVP to foster ASEAN's youth in accelerating the goals of ASCC 2025.

AYVP and e-AYVP 2021 Background: The Responses of ASEAN Youths

The form and establishment of The AYVP uphold the concept of 'Promoting ASEAN Awareness and Civic Responsibility, which is included in the priority areas of the ASEAN Senior Officials Meeting on Youth (SOMY) work program. It is align with a result of the 14th ASEAN Summit on February 28 to March 1, 2009, in Hua Hin, Thailand, The ASCC Blueprint for volunteerism that aim to strengthen the guide of an implementation of a "people-centred approach" and the recognition of "Prosper Thy Neighbour".²³ Thus since its first establishment, AYVP has been working to prepare ASEAN Youth for Sustainable Employment and other Challenges of Globalization.

Furthermore, ASEAN ran the ASEAN Volunteer Program (AVP) in Myanmar to support reconstruction in three villages in the

Irrawaddy Delta after the impact of Cyclone Nargis in 2008.²⁴ There were 40 volunteers from Brunei Darussalam, Cambodia, Malaysia, Myanmar, the Philippines, Singapore, and Thailand. They worked on seven projects and implemented those projects with five civil society partners.²⁵ The project was successfully established by involving public - people from ASEAN member states to carry out the support for disaster risk reduction initiatives and the need for a more sustainable program across ASEAN. Hence it can produce more efficient and effective coordination that manages the deployment of ASEAN volunteers for their regional community development. Accordingly, this became the background of the establishment of the ASEAN Youth Volunteer Program.

Dato Seri Ahmad Shabery Cheek, the Minister of Youth and Sports Malaysia proposed ASEAN Youth Volunteer Program (AYVP) during the Seventh ASEAN Ministerial Meeting on Youth (AMMY VII) on October 20, 2011, in Hanoi.²⁶ Hence, it was further subsequently endorsed by the ASEAN Senior Officials Meeting on Youth (SOMY). The ASEAN Youth Volunteer Program (AYVP) is defined as a youth community leadership program that purposely mobilizes young volunteers to work with communities in developing innovative solutions to the social, cultural, economic, and environmental challenges of the region while forging a sense of ASEAN identity. Then in May 2012, the first AYVP is conducted and attended by 50 delegates (student leaders, academics, and practitioners from NGOs,) who are passionate and capable of coordinating volunteerism initiatives in areas including heritage conservation, sports, post-disaster recovery, health, social, economic and environmental

²³ AYVP Secretariat, "About Us: About the AYVP", aypukm.com.

²⁴ AYVP Secretariat, "About Us: Background on the AYVP".

²⁵ AYVP Secretariat, "About Us".

²⁶ AYVP Secretariat, "About Us".

development of communities. This first AYVP is hosted by Universiti Kebangsaan Malaysia (The National University of Malaysia – UKM) by addressing the workshop about “Towards Development of the ASEAN Youth Volunteer Program: Building a Strategic Roadmap for Productive and Sustainable Knowledge-driven, Sports and Post Disaster Recovery Volunteerism across ASEAN,”.²⁷ The key representatives from the ASEAN Secretariat, the United States Agency for International Development (USAID), the USAID-funded ASEAN-US Technical Assistance and Training Facility SOMY, and the ASEAN University Network (AUN) also attended this workshop.²⁸ A discussion of developing a framework for the implementation of volunteer programs, including the brainstorming of the capacity-building needs for competencies and essential skills for the development of an ASEAN Youth Volunteers Program is the key prominent point during the workshop.

In addition, driving youth volunteerism aged between 18 and 30 (youth from higher education, colleges, and working professionals) across ASEAN and community development by providing and facilitating multi-disciplinary, knowledge-driven, and/or post-disaster recovery volunteerism projects across the region have become AYVP’s purposes. Respect, understanding, and appreciation of ASEAN values, identity, and multi-cultural diversity are implemented to underpin all AYVP projects. Hence, AYVP also engaged with various stakeholders such as Higher Education Institutions (HEIs), International Non-Governmental Organizations (INGOs), Civil Society Organizations (CSOs), Government Agencies, Intergovernmental Organizations, and Industries to accelerate the development of ASEAN youth instilled with strong minds, solidarity, and kindness to contribute to the development of communities in the

ASEAN region.²⁹ Furthermore, the program is continually established. Previous programs were conducted physically as followed, 2013 and 2014 in Malaysia, 2015 in Cambodia, 2016 in the Philippines, 2017 in Indonesia, and 2018 & 2019 in Malaysia.³⁰

In 2013, AYVP established the Eco-Leaders to promote and introduce the youths across ASEAN to be environmental leaders in their communities.³¹ Meanwhile, in 2014, AYVP conducted the activities on discussing the topic of “protecting ASEAN heritage”. This program has encouraged 1400 youths across ASEAN and selected 48 youth heritage leaders to participate in 5 weeks program in Malaysia.³² In 2015, the program was established in Phnom Penh, Cambodia on discussing the development of ASEAN youth eco-leaders through volunteerism and community engagement.³³ Furthermore, the AYVP 2016 was established in Manila, the Philippines to discuss the development of ASEAN youth disaster risk reduction (DRR)-leaders through volunteerism and community engagement.³⁴ In 2017, AYVP established its program in Bandung, Indonesia under the same theme – the development of ASEAN youth disaster risk reduction (DRR)-leaders through volunteerism and community engagement. The program selected 50 youths all across ASEAN and collaborated with the

29 AYVP Secretariat, “About Us”.

30 AYVP Secretariat, Interview.

31 AYVP Secretariat, “AYVP Malaysia 2013” ayvpukm.com, September 20th 2013, accessed on 29th May 2022, <http://www.ayvpukm.com.my/programme/ayvp-malaysia-2013/>.

32 AYVP Secretariat, “AYVP Malaysia 2014” ayvpukm.com, September 15th 2014, accessed on 29th May 2022, <http://www.ayvpukm.com.my/programme/ayvp-malaysia-2014/>.

33 AYVP Secretariat, “AYVP Cambodia 2015” ayvpukm.com, September 25th 2015, accessed on 29th May 2022, <http://www.ayvpukm.com.my/news/ayvp-cambodia-2015/>.

34 AYVP Secretariat, “AYVP Philippines 2016” ayvpukm.com, February 11th 2016, accessed on 29th May 2022. <http://www.ayvpukm.com.my/programme/ayvp-philippines-2016/>.

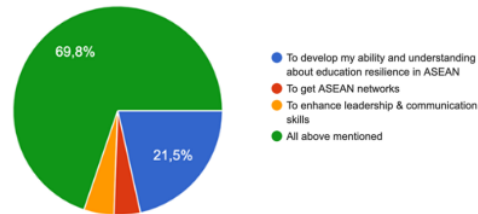
27 AYVP Secretariat, Interview.

28 AYVP Secretariat, “About Us: the AYVP Mandate”.

Institute of Technology Bandung.³⁵ The establishment of AYVP 2018 was in Malaysia and encouraging the ASEAN youths to protect the ASEAN's natural heritage.³⁶ Meanwhile, the AYVP 2019 in Malaysia was discussing the Edu-tourism in ASEAN.³⁷ Then in 2020, due to the pandemic, the establishment of AYVP was virtually conducted, and it addressed the theme of redesigning the education in the new normal.³⁸

In 2021, AYVP established the e-AYVP virtually due to the COVID-19 pandemic. The program was hosted by a joint ASEAN Youth Volunteer Program (AYVP) Secretariat at the National University of Malaysia (UKM) and the University of the Philippines (UP). The program was also under the support of the Ministry of Youth and Sports of Malaysia, in partnership with the ASEAN Secretariat. The e-AYVP 2021 addressed the theme "Strengthening ASEAN Education Delivery Systems in Challenging Times". The program undertook seven (7) ASEAN-focused online webinars, six (6) project management workshops, and 22 masterclasses from 30 August 2021 - 17 September 2021 and was attended by more than 200 youths across the ASEAN+3 (China, Japan South Korea).³⁹ According to the e-AYVP 2021 participants, 172/192 who got the online survey have responded with their reasons for participating in the program. 7/172 (4,1%) were willing to get ASEAN networks, 8/172 (4,7%) (4,7%)

were intended to enhance their leadership and communication skills, 37/172 (21,5%) were curious to develop their ability and understanding of the education resilience in ASEAN, and 120/172 (69,8%) were choosing all the previous reasons to participate in the program.⁴⁰



Source: Online Survey by M. Solahudin AlAyubi in 2022 to e-AYVP 2021 Participants

Picture 1. The reasons for participants to join the e-AYVP 2021

Furthermore, participants were guided by the AYVP criteria for an impactful and sustainable community engagement which covers: community partnership and involvement, multi-stakeholder partnerships (NGOs, government, industry, university), enhancing youth competencies (ASEAN identity, youth leadership, gender equity), sustainability of the project and support from the ministry of youth in respective countries. Through the program and its criteria, 115/172 (66,9%) respondents of e-AYVP 2021 participants agree that e-AYVP 2021 has helped them obtain their target. While the other 48/172 (27,9%) strongly agree, the rest 9/172 (5,2%) of them are fair enough (agree and disagree) that e-AYVP 2021 has helped them pursue their target.⁴¹

40 M. Solahudin Al Ayubi, "Online survey to 192 e-AYVP 2021 participants" 31st May to June 22nd 2022.

41 Al Ayubi, "Online survey"

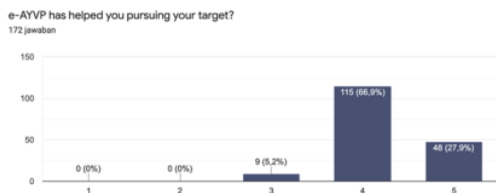
35 AYVP Secretariat, "AYVP Indonesia 2017" ayvpukm.com, January 25th 2017, accessed on 29th May 2022, <http://www.ayvpukm.com.my/programme/ayvp-indonesia-2017/>.

36 AYVP Secretariat, "AYVP Malaysia 2018" ayvpukm.com, April 03rd 2018, accessed on 29th May 2022, <http://www.ayvpukm.com.my/programme/ayvp-malaysia-2018/>.

37 AYVP Secretariat, "AYVP Malaysia 2019" ayvpukm.com, March 08th 2020, accessed on 29th May 2022, <http://www.ayvpukm.com.my/programme/ayvp-malaysia-2019/>.

38 AYVP Secretariat, "e-AYVP 2020", ayvpukm.com, March 09th 2020, accessed on 29th May 2022, <http://www.ayvpukm.com.my/programme/e-ayvp-2020/>.

39 AYVP Secretariat, Interview



Source: Online Survey by M. Solahudin Al-Ayubi in 2022 to e-AYVP 2021 Participants

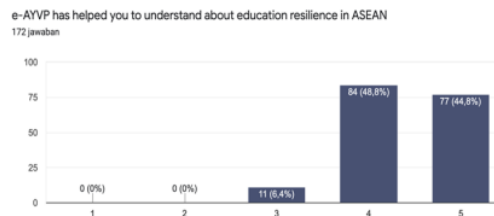
Picture 2. The percentage chart of e-AYVP 2021 participants in pursuing their target

According to UNESCO data in January 2021, 13% of enrolled students worldwide, or similar to more than 234 million children and youth remained affected by school closures in 33 countries due to the COVID-19 pandemic.⁴² Therefore, e-AYVP address the theme “Strengthening the ASEAN Education Delivery System in a Time of Challenges”. This three-week program was attended by 30 speakers consisting of practitioners from NGOs, academics, the ASEAN Secretariat, the United States Agency for International Development (USAID), etc.⁴³ The topics of the discussion include empowering youth on the application of ICTs; best practices and lessons in addressing gender inequalities; enhancing social integration; and, many others related to promoting understanding and awareness of ASEAN identity and ‘unity in diversity among the youth. In addition, the AYVP Criteria for Impactful and Sustainable Community Engagement are addressing the needs of the target community in the thematic area of the year – strengthening ASEAN education delivery systems in challenging times; community engagement and involvement; multi-stakeholder partnerships; ASEAN identity building; development of youth competencies, scalable, replicable, and sustainable; support from the Ministry of Youth and ASEAN University Network (AUN) member(s) in their

42 Globalunair, “E-ASEAN Youth Volunteer Program 2021”, global unair, June 29 2021, accessed on 9th May 2022, <https://global.unair.ac.id/e-asean-youth-volunteer-programme-2021/>.

43 AYVP Secretariat, Interview.

respective countries.⁴⁴ Furthermore, through seven (7) ASEAN-focused online webinars, six (6) project management workshops, and 22 masterclasses, 77/172 (44,8%) of the e-AYVP 2021 participants strongly agree that the program has helped them to obtain a better understanding of the education resilience in ASEAN, while 48,8% (84/172) agree and the rest 6,4% (11/72) are fair (agree and disagree).⁴⁵



Source: Online Survey by M. Solahudin Al-Ayubi in 2022 to e-AYVP 2021 Participants.

Picture 3. The percentage chart of e-AYVP 2021 participants on obtaining a better understanding of education resilience in ASEAN.

Align with the ASEAN Charter in December 2008 for the implementation of a “people-centred approach”, e-AYVP 2021 has designed a program that engages ASEAN youths to participate in problem-solving agenda and become a part of the solution to accelerate and strengthen the education resilience in challenging times.⁴⁶ The program has aimed to increase public awareness – ASEAN youths, in particular, to be aware of the ASEAN issues. As a youth community leadership program, e-AYVP 2021 has purposely mobilized young volunteers to work with communities in developing innovative solutions. After the online workshops, they were encouraged to propose the online project with other youths to discuss the possible solution to strengthening

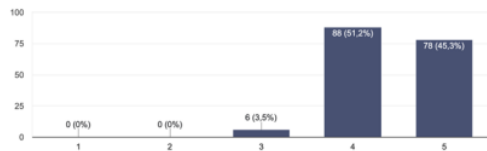
44 e-AYVP Secretariat, e-ASEAN Youth Volunteer Program (e-AYVP) Philippines 2021 Volunteer Handbook (Philippines: e-AYVP Secretariat 2021), 5.

45 M. Solahudin Al Ayubi “Online survey to 192 e-AYVP 2021 participants”.

46 AYVP Secretariat, “About Us: About the AYVP”, ayvpukm.com.

the education resilience in challenging times. Due to the implementation of a “people-centred approach”, the selected project will be given a grant of USD 500.00. Accordingly, 78/172 (45,3%) e-AYVP 2021 participants strongly agree while the others 88/172 (51,2%) agree that the program has raised their awareness of becoming youth volunteers in ASEAN and their roles to actualize a better education in ASEAN. Only 6/172 (3,5%) of them are fair (agree/disagree) that the program has raised their awareness and better understanding of becoming youth volunteers in ASEAN and their roles to actualize a better education in ASEAN.⁴⁷

Joining e-AYVP has helped you getting better understanding on becoming youth volunteer and the role of youth for better education in ASEAN
172 jawaban



Source: Online Survey by M. Solahudin Al-Ayubi in 2022 to e-AYVP 2021 Participants.

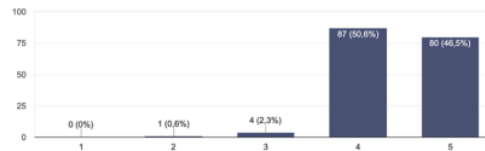
Picture 4. The percentage chart of e-AYVP 2021 participants on getting a better understanding and awareness about their roles in realizing better education in ASEAN.

The recognition of “Prosper Thy Neighbour” has become a mandate to all ASEAN member states to work together in creating policies for long-term prosperity across the ASEAN region. According to this, e-AYVP 2021 has enabled the ASEAN youths to collaborate and work together on overcoming the problem – how to strengthen the education resilience in challenging times in ASEAN. Not only that, AYVP in general has implemented the recognition of “Prosper Thy Neighbour” years to years since its first establishment in 2012. Due to this, the online survey has also shown that 80/172 (46,5%) participants strongly agree that the program has driven their spirit to strengthen

47 M. Solahudin Al Ayubi, “Online survey to 192 e-AYVP 2021 participants”.

the networks among ASEAN youth to work and collaborate on overcoming the education problem in ASEAN. Hence, 87/172 (50,6%) of them agree and the rest of them – 4/172 (2,3%) are fair (agree or disagree) with it.⁴⁸

e-AYVP has driven you to strengthen the network among ASEAN youth to work & collaborate on overcoming education problem in ASEAN
172 jawaban



Source: Online Survey by M. Solahudin Al-Ayubi in 2022 to e-AYVP 2021 Participants.

Picture 5. The percentage chart of e-AYVP 2021 participants to strengthen ASEAN networks and collaboration in overcoming the education problem in ASEAN.

According to the online survey results, it can be seen that the majority of e-AYVP 2021 participants agree that – first, they have pursued their target throughout the activities and program; secondly, they have obtained a better understanding through various webinars, workshops, and masterclasses on the resilience education in ASEAN; third, they have raised their awareness about their role as youths to actualize the better education in ASEAN; and lastly, they have been driven to strengthen the collaboration and networks among ASEAN youths to overcome the education problem in ASEAN. The result of the surveys has shown that as a non-state actor e-AYVP has helped ASEAN youth in better understanding about their role to provide education resilience in ASEAN. It is in accordance with Nye concept that the goal of soft-power and public diplomacy that align with prevailing norms and whose credibility in foreign contexts is reinforced by its values and policies should invite the public not to force the public.⁴⁹

48 M. Solahudin Al Ayubi “Online survey to 192 e-AYVP 2021 participants”.

49 Nye, “Public Diplomacy”, 101.

The e-AYVP 2021 as the Public Diplomacy for ASEAN Youths

The e-AYVP 2021 was conducted virtually and hosted by the ASEAN Youth Volunteer Program (AYVP) Secretariat at the National University of Malaysia (UKM) and the University of the Philippines (UP). The program undertook three weeks of activities that include (7) ASEAN-focused online webinars, six (6) project management workshops, and 22 masterclasses from 30 August 2021 – 17 September 2021.⁵⁰ In addition, this program was participated by 231 youths across the ASEAN+3 (China, Japan South Korea).

As public diplomacy, e-AYVP 2021 has played an important key point to accelerate the communication among ASEAN member states as well as China, Japan, and South Korea. This is according to Jan Mellisen, who defines public diplomacy as an attempt to influence other people or organizations outside the country positively to change the way that person views a country.⁵¹ Hence, according to Nye, soft power in public diplomacy is a new effort or way of responding to the dynamics of international relations which consists of elements of culture, value systems, norms, and policies.⁵² Soft power is used by states to bind other countries to cooperate and assist in achieving interests. Nye explained that the purpose of soft power is to invite the public, not to force the public.⁵³ The use of soft power in the dynamics of international relations in contemporary times as it is today provides an opportunity for countries to see opportunities or approaches and efforts that are non-pressing and non-destructive.⁵⁴ Nye explained

further that the fundamental element of soft power is the interest of the state itself. The intended interest is not only attractive to the government but also to the general public so that negative perceptions will hinder the soft power process that is mutually beneficial.

*“Frame the issues, whose culture and ideas are closer to the prevailing norms and whose credibility abroad is reinforced by their values and policies”.*⁵⁵

Meanwhile, according to him, the implementation of soft power can be seen through public diplomacy.⁵⁶ Public diplomacy is used as an instrument of communication to the government against the government or the public. This activity aims to build public opinion on an action taken by the state to gain positive and mutually beneficial perceptions. Nye emphasized it is through public diplomacy, soft power can be correlated.

*“Diplomacy aimed at public opinion can become as important to outcomes as the traditional classified diplomatic communications among leaders”.*⁵⁷

Based on all these definitions, it can be said that public diplomacy serves to promote national interests through understanding, informing, and influencing the public abroad. In this case, e-AYVP 2021 provides the facilitation of multi-disciplinary, knowledge-driven, and/or post-disaster recovery volunteerism projects for youths aged 18-30 all across the region. Aligned with the public diplomacy that promotes national interests, e-AYVP 2021 has been working to promote mutual respect, understanding, and appreciation of ASEAN values, identity, and multi-cultural diversity. In addition, they worked in the areas of community engagement and involvement, multi-stakeholder

Diplomacy in ASEAN Economic Community (AEC), European Centre for Research Training and Development UK International Journal of International Relations, Media and Mass Communication Studies, 3, no.2, (2017) 1-9, 2.

55 Nye, *The Future of Power* (New York: Public Affairs, 2011), 14.

56 Nye, “Public Diplomacy”, 103.

57 Nye, *The Future of Power*, 70.

50 Interview with AYVP Secretariat on 3rd June 2022 through email.

51 Jan Mellisen, “Public Diplomacy Between Theory and Practice.” In: Jan Mellisen (ed), *The New Public Diplomacy: Soft Power in International Relations*, (New York: Palgrave Macmillan, 2005), 3-23.

52 Nye, “Public Diplomacy”, 96.

53 Nye, “Public Diplomacy”, 101.

54 M Syaprin Zahidi, “Batik as Indonesian Public

partnerships, to build and promote ASEAN, develop the competencies of youth across the ASEAN, and work together to strengthen the bond of ASEAN partnership and cooperation by engaging several stakeholders such as government agencies, intergovernmental organizations, international non-governmental organizations, higher education institutions, civil society organizations, and industries.⁵⁸

For this reason, e-AYVP 2021 has several things to be considered in the implementation of the communication strategy for public diplomacy.⁵⁹ First, public diplomacy is always adapted to recent conditions and certain cases on its formation and implementation. The COVID-19 outbreak along 2020-2021 has disrupted the sector of education in ASEAN and brought the challenge to its learning and delivery systems. Thus, e-AYVP 2021 was initiated to address this recent issue to be discussed by involving youths and stakeholders. Second, public diplomacy can be used as a bridge to fill the gap between cultures. This has clearly been stated as the purpose of e-AYVP 2021 is to facilitate a platform of multi-disciplinary, knowledge-driven, and promote mutual respect, understanding, and appreciation of ASEAN values, identity, and multi-cultural diversity. Third, public diplomacy can only be done through a two-way communication system. Accordingly, e-AYVP 2021 engaged stakeholders and the public – youth aged 18-30 in particular to build a two-way communication system, therefore they can discuss overcoming the problem “Strengthening ASEAN Education Delivery Systems in Challenging Times”.

In addition, as part of the soft power instrument, public diplomacy should intend the interest that is not only attractive to the government but also to the general public, so that negative perceptions will hinder the soft power process that is mutually

58 AYVP Secretariat, Interview.

59 J Melissen, “Public Diplomacy”, 11-14.

beneficial.⁶⁰ Hence, according to Jay Wang, public diplomacy is a multi-dimensional concept that includes three main goals – promoting state goals and policies, a form of communication of values and attitudes, and a means to increase mutual understanding and mutual trust between the state and society.⁶¹ Thus three main goals are interrelated to the concept of soft power and it defines the reason public diplomacy is different from traditional diplomacy. Therefore, soft power can help to get one's desired result on a particular problem because it is understood as the persuasive power of one's thinking. Soft power through public diplomacy activities is agreed to be able to bring benefits to both countries who are working together and are politically involved. Nye further explained that peace will be easier to achieve when there is an alignment of interests, increased cooperation, and the perception of a good image.

Hence, according to Mellissen, three different things between public diplomacy and traditional diplomacy can be found first, public diplomacy is transparent and has a broad scope, whereas traditional diplomacy tends to be closed and has a limited reach; second, public diplomacy is transmitted from government to government, government to the public or even people to people, whereas traditional diplomacy tends to be only transmitted from government to government; and lastly, the themes and issues raised by traditional diplomacy are in the behaviour and policies of the government, while the themes and issues raised by public diplomacy are more towards public attitudes and behaviour.⁶²

According to this, e-AYVP 2021 can be seen as public diplomacy due to several

60 Nye, *The Future of Power*, 70.

61 Jay Wang, “Public diplomacy and global business”, *Journal of Business Strategy*, 27 no.3 (2006): 41-49 in Yoav Dubinsky, “from soft power to sports diplomacy: a theoretical and conceptual discussion”, *Place Branding and Public Diplomacy*, no.15 (2019): 156-164.

62 J Melissen, *Public Diplomacy Between Theory and Practice*, 11-14.

Table 1. The Concept of Soft Power and Public Diplomacy by Joseph Nye

Sources of Soft Power	Referees for Credibility or Legitimacy	Receivers of Soft Power
Foreign policies	Governments, media, nongovernmental organizations (NGOs), intergovernmental organizations (IGOs)	Foreign governments and publics
Domestic values and policies	Media, NGOs, IGOs	Foreign governments and publics
High culture	Governments, NGOs, IGOs	Foreign governments and publics
Pop culture	Media, markets	Foreign publics

Source: Joseph Nye, "Public Diplomacy and Soft Power"

reasons. First, it is transparent and has a broad scope. The program is open to the public – notably ASEAN youths aged 18 – 30, the scope is also broad “discussing the recent problem related to education”. It has implemented the broad scope years to years from culture, economic, environment, disaster, and hence education. Second, it is transmitted from the government to government (ASEAN member states), government to institutions (AMS to institutions involved in e-AYVP – UKM, University of the Philippines, ASEAN Secretariat, etc) government to the public (ASEAN Secretariat, USAID to ASEAN youths) or even people to people (youths across ASEAN). Third, the issues tend to be more public-oriented – attitudes and behaviour. The

to be discussed among ASEAN youth leaders. It will enable them to understand how to address the issue including problem-solving, critical thinking as well as the decision-making process. Furthermore, to analyse how e-AYVP 2021 can be public diplomacy for youth in ASEAN, this table by Nye will explain the interrelated concept of soft power and public diplomacy.

According to table 1, there are three prominent points that e-AYVP 2021 can be considered as public diplomacy: sources, referees, and receivers. The sources include 4 elements foreign policies, domestic values and policies, high culture, and pop culture. Hence, referees for credibility or legitimacy include 4 things: for foreign policies, there are

Table 2. The e-AYVP 2021 as the Public Diplomacy for ASEAN’s Youths

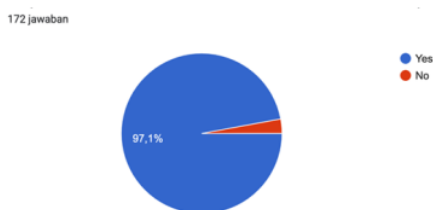
Sources of Soft Power	Referees for Credibility or Legitimacy	Receivers of Soft Power
ASCC 2025 Blueprint as ASEAN roadmaps foreign policy (first source)	ASEAN Secretariat, ASEAN Youth Volunteer Program (AYVP) Secretariat, the United States Agency for International Development (USAID), University of Malaysia (UKM), and the University of the Philippines	ASEAN Member States, ASEAN+3, academics, and youths aged 18-30 all across ASEAN
“Prosper Thy Neighbour” and “people-centred approach” as domestic values and policy (second source)	Website of UKM, UP, AYVP Secretariat, social media (Instagram, Facebook, LinkedIn) ASEAN Secretariat, ASEAN Youth Volunteer Program (AYVP) Secretariat, the United States Agency for International Development (USAID), University of Malaysia (UKM), and the University of the Philippines	ASEAN Member States, ASEAN+3, academics, and youths aged 18-30 all across ASEAN

issue of strengthening education resilience in challenging times has become very prominent

the governments, media, NGOs, and IGOs; for domestic values and policies, there are

media, NGOs, and IGOs; for high culture, there are governments, NGOs and IGOs; and for pop culture, there are media and markets. Meanwhile, the receivers include foreign governments and publics for the first to the third source (foreign policy, domestic values and policies, and high culture), hence the receivers for pop culture sources are only foreign publics. To describe the explanation of e-AYVP 2021 as public diplomacy, see the table 2.

Following this, in the online survey of e-AYVP 2021 participants, 97.1% (167/172) of participants who responded believed that e-AYVP 2021 can be an instrument of public diplomacy for youth in ASEAN. Meanwhile, only 5/172 (2,9%) did not think that it can be public diplomacy. Nevertheless, the majority of them consider it is public diplomacy due to several factors – a) the involvement of ASEAN youths in discussing ASEAN education delivery systems in challenging times, b) the workshops and webinars that help ASEAN's youths for a better understanding of resilience education in ASEAN, and c) the activity that promotes ASEAN values (mutual respect, solidarity, equality, etc) among ASEAN youths.⁶³



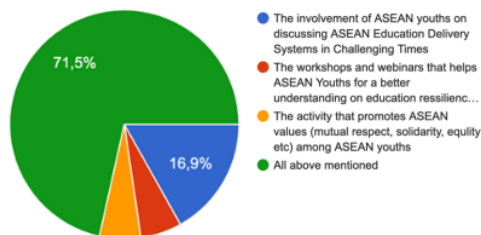
Source: Online Survey by M. Solahudin Al-Ayubi in 2022 to e-AYVP 2021 Participants

Picture 6. The percentage chart of e-AYVP 2021 participants who think that e-AYVP 2021 can be public diplomacy for youth in ASEAN

Furthermore, to measure these factors, the online survey has also resulted that 71,5% (123/172) of e-AYVP 2021 participants argue

63 M. Solahudin Al Ayubi "Online survey to 192 e-AYVP 2021 participants".

those 3 factors can be considered to measure e-AYVP 2021 as public diplomacy for youth in ASEAN, while the rest 16,9% (29/172) only considered factor a (the involvement of ASEAN youths on discussing ASEAN education delivery systems in challenging times), the other 10/172 (5,8%) argue on the factor b as well as work the rest 10/172 (5,8%) only argue on factor c.⁶⁴



Source: Online Survey by M. Solahudin Al-Ayubi in 2022 to e-AYVP 2021 Participants

Picture 7. The percentage chart of factors to measure the e-AYVP 2021 as public diplomacy

The e-AYVP 2021: The actualization of ASEAN Youth to accelerate ASCC 2025 Blueprint A.1, A.2, B.1, B.2, B.3

The ASEAN Socio-Cultural Blueprint 2025 has become the base inspiration for the establishment of AYVP including the e-AYVP 2021. It is driven to call volunteering a focus area for a dynamic ASEAN community. In addition, it is also a part of the ASEAN Work Plan for Youth 2016-2020.⁶⁵ The e-AYVP 2021 is an impactful program, it is argued by Dato' Seri Ahmad Faizal Dato' Azumu, a Minister of Youth and Sports Malaysia, during the closing ceremony via a video conferencing platform.⁶⁶ She stated that the e-AYVP 2021 is the commitment to the upcoming ASEAN

64 M. Solahudin Al Ayubi "Online survey to 192 e-AYVP 2021 participants".

65 Asmahanim Amir, "E-AYVP Philippines 2021: Gain Leadership and Volunteerism Skills while Serving the Communities" UKM.my September 17th 2021, accessed on June 4th 2022, https://www.ukm.my/news/Latest_News/e-ayvp-philippines-2021-gain-leadership-and-volunteerism-skills-while-serving-the-communities/.

66 Asmahanim Amir, "E-AYVP Philippines 2021".

Work Plan on Youth 2021–2025. She believed that the collaboration between ASEAN youth and institutional partners involved will undoubtedly equip youth leaders with the necessary knowledge and 21st-century skills to lead other youth in implementing online community projects in their respective home countries. In addition, she also argued that the program has gathered ASEAN youth leaders to discuss best practices and lessons learned in addressing education delivery systems in challenging times.⁶⁷

However, ASCC or ASEAN Socio-Cultural Community has committed ASEAN Community to enhance the quality of people in ASEAN.⁶⁸ It is to emphasize their welfare and well-being by promoting the quality of their life in many areas such as culture and information; education, youth and sport; women and gender; environment; disaster management and humanitarian assistance; health and diseases; social welfare and development; labour; civil services; rural development and poverty eradication; and science & technology.⁶⁹

The ASEAN Socio-Cultural Community (ASCC) 2025 however has 5 characteristics and elements they are working on, including A., Engages and benefits the people within its two sub-characteristics: A.1) engaged stakeholders in ASEAN processes, A.2) empowered people and strengthened institutions; B. Inclusive within its three sub-characteristics: B.1) reducing barriers, B.2) equitable access for all, B.3) promotion and protection of human rights; C. Sustainable within its 4 sub-characteristics; D. Resilient within its 6 sub-characteristics; and E. Dynamic within its 3

67 The ASEAN Secretariat, "ASEAN Socio-Cultural Community Blueprint 2025".

68 The ASEAN Secretariat, "ASEAN Socio Cultural Community", Asean.org, May 10th 2012, accessed on June 4th 2022 <https://asean.org/wp-content/uploads/2012/05/10.-Fact-Sheet-on-ASEAN-Socio-Cultural-Community-ASCC.pdf>.

69 The ASEAN Secretariat, "ASEAN Socio Cultural Community".

sub-characteristics. Hence, this research will only consider discussing characteristics and elements A and B (engages and benefits the people, and inclusive) to assess the e-AYVP 2021. First, characteristic A – engages and benefits the people has 2 sub-characteristics: A.1 engaged stakeholders in ASEAN processes and A.2 empowered people and strengthened institutions. Meanwhile, the characteristic B – inclusive has three sub-characteristics: B.1 reducing barriers, B.2 equitable access for all, B.3 promotion and protection of human rights.⁷⁰

First, sub-character A.1, engaged stakeholders in ASEAN processes. The e-AYVP 2021 has engaged with several stakeholders such as the ASEAN Secretariat, the United States Agency for International Development (USAID), the University of Malaysia (UKM), the University of the Philippines and Higher Civil Society Organizations (HCSOs), Government Agencies, Intergovernmental Organizations, and Industries. Second, sub-character A.2, empowered people and strengthened institutions. The e-AYVP 2021 has also empowered 231 youths – the participants all across ASEAN and ASEAN+3 through e-AYVP 2021 webinars, workshops, and masterclasses. It has also strengthened the collaboration among institutions.

In addition, the e-AYVP 2021 has also been measured to fulfil the inclusive character and element. First, sub-character B.1, reducing barriers. By connecting ASEAN youths and conducting a two-way communication system through public diplomacy strategy, it is shown that e-AYVP 2021 has reduced the barriers among ASEAN.

Second, sub-character B.2, equitable access for all. By addressing the theme of "Strengthening ASEAN Education Delivery Systems in Challenging Times", it is a key point that e-AYVP 2021 has been seriously

70 The ASEAN Secretariat, "ASEAN Socio-Cultural Community Blueprint 2025".

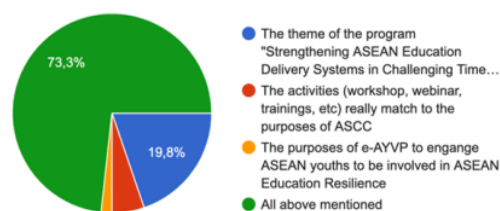
Table 3. The Strategic Measures of e-AYVP 2021 towards ASCC 2025 Characteristics

ASCC 2025 Characteristics	e-AYVP 2021 Strategic Measures
A.1 engaged stakeholders in ASEAN processes	Engaged and promoted partnership frameworks among stakeholders (ASEAN Secretariat, USAID, UKM, the University of the Philippines, HCSOs, Government Agencies, Intergovernmental Organizations, and Industries) including program development as well as public awareness of ASCC 2025.
A.2 empowered people and strengthened institutions	Empowered 231 youths – the participants all across ASEAN and ASEAN+3 through online webinars, 6 project management workshops and 22 masterclasses, and strengthened the collaboration among them within the institutions (UKM, UoP, UCT, etc).
B.1 reducing barriers	Promoted equitable access and regional cooperation by connecting two-ways communication from government/institution to public (ASEAN youth aged 18-30).
B.2 equitable access for all	Enhanced ASEAN strategies through addressing the theme of “Strengthening ASEAN Education Delivery Systems in Challenging Times” to enable ASEAN youth capacity growth and development in problem-solving and decision-making process.
B.3 promotion and protection of human rights	Eliminated all forms of discrimination by opening the program to all ASEAN youth aged 18-30, and enhanced ASEAN youths’ initiative to overcome education issues in challenging times.

focusing on the current issues in the sector of education and would to overcome the issue to be equitable and accessible for all. Third, sub-character B.3, promotion and protection of human rights. The e-AYVP 2021 was open to all youths across ASEAN and ASEAN+3 without any discrimination. Hence, the discussion has been seriously addressing the issue of education delivery systems in challenging times which affect students including those who are vulnerable. Therefore, the three inclusive sub-characteristics of ASCC 2025 have been fulfilled in e-AYVP 2021.

Furthermore, 126/172 (73,3%) participants of e-AYVP 2021 consider three factors that measure the program can foster the youths to accelerate ASCC 2025: a) the theme of the program “strengthening ASEAN education delivery systems in challenging times” suits the mission of ASCC 2025, b) the activities (workshop, webinars, training, etc) match to the purposes of ASCC 2025, and c) the purposes of e-AYVP to engage ASEAN youths to be involved in ASEAN education resilience. Hence, 19,8% (34/172)

of them argue only factor-a (The theme of the program), 5,2% (9/172) of them argue only the factor b (the activities of the program), and 1,7% (3/172) of them argue only factor c (the purposes of the program). Nevertheless, it can be seen that the majority argue that these 3 factors can measure the program in fostering ASEAN youth in the acceleration of ASCC 2025.



Source: Online Survey by M. Solahudin Al-Ayubi in 2022 to e-AYVP 2021 Participants

Picture 8. The percentage chart of factors to measure the e-AYVP 2021 fosters the ASEAN youths in accelerating ASCC 2025

Conclusion

The e-AYVP 2021 is the annual program that intends as a platform for youth to develop ASEAN youths’ capacity and

implement a sense of identity across ASEAN through opportunities in knowledge-driven volunteerism. The role of e-AYVP 2021 as public diplomacy can be seen through the sources of soft power including the ASCC 2025 blueprint and ASEAN values of “Prosper Thy Neighbour” and “people-centered approach”, the involved stakeholders (USAID, UKM, UoP, HCSOs, Government Agencies, Intergovernmental Organizations, Industries, and media) as the referees and the ASM, ASEAN+3, academics, and youths age 18-30 all across ASEAN as the receivers.

The role of e-AYVP 2021 as a non-state actor of soft power in the public diplomacy agenda has fostered ASEAN youth to accelerate the actualization of ASCC 2025 in several characteristics: engaged stakeholders in ASEAN processes, empowered people and strengthened institutions, reduced barriers, enhanced equitable access for all, promoted and protected the human rights. Hence, it provides the facilitation of multi-disciplinary, knowledge-driven, and volunteerism projects for youths aged 18-30 all across the ASEAN. It promotes ASEAN interests including mutual respect, understanding, and appreciation of ASEAN values, identity, and multi-cultural diversity.

The strategy of public diplomacy in e-AYVP 2021 as a non-state actor in ASEAN has enabled the active involvement of ASEAN youth to discuss ASEAN education delivery systems in challenging times and strengthened the bond of the ASEAN youth network. This is aligned with the concept of soft power by Nye that the goal of soft power and public diplomacy is to invite the public not to force the public. E-AYVP has helped enhancing ASEAN youths' capacity building in problem-solving and decision-making processes through various workshops, webinars, and masterclasses. Moreover, it has also raised ASEAN youths' awareness of

resilience education in ASEAN as well as their role to actualize the ASCC 2025. Due to that, it is important to include soft power through public diplomacy strategy in generating the acceleration of ASEAN identity, values, collaboration, and partnership among AMS.

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