

## **PREFACE**

Since the interest of going abroad are keep growing between young people in Indonesia, especially who are still in college life as a student. Nowadays many exchange programs are held by university or government and even private institution to fulfill that needs.

Government realize that the students who are studying abroad give many benefit aspect to the country, as a cultural ambassador the student become non-governmental public diplomacy actor. As the researcher's experience, study abroad is a big opportunity to explore about our culture and share it to other international students. Unpredictable, through some culture festival which being held during the exchange program, students who are study abroad can effectively utilize the chance that they have to promote their own country.

This study is intended to describe the role of Indonesian exchange students in representing the image of Indonesian people during the exchange program on fall semester 2016-2017 at Universiti Sains Malaysia, Penang. Where the international students do not hesitate to visit Indonesian student after the program ended.

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