

Multivectorism politics in 2022 Qatar world cup: media relations analysis

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How to Cite This Article: Larisu, Z. et al. (2023). Multivectorism politics in 2022 Qatar world cup: media relations analysis. *Jurnal Studi Komunikasi*, 7(1). doi: 10.25139/jsk.v7i1. 6139

Received: 30-12-2022, Revision: 18-02-2023, Acceptance: 25-02-2023, Published online: 31-03-2023

Abstract World Cup is a mega sports event enjoyed and built in the name of sport. However, as the community grows, World Cup becomes a sporting event and a political encounter. Each country is trying to be the best, and in order to achieve this, many seek mutual profit or increase power value during the event. Multivector Analysis was used to analyse social media content related to the Qatar 2022 World Cup. With the help of social media and Political Correctness, it becomes visible that these countries are trying to obtain their goals and match victory. Vulnerabilities, powers, and many faces accompany the condiments of the Qatar World Cup 2022. With a historical ancestry in FIFA, Political Correctness is like their anthems. Having a non-Western host would be a struggle against a larger country, resulting in a player exchange that allows them to become immigrants embroiled in heated political tensions because any country by nature still has a strong bias towards its land and its race.

Keywords: multivectorism politics; qatar world cup 2022; political correctness; media relations analysis

INTRODUCTION

The Qatar World Cup in 2022 was hugely celebrated after struggles against COVID-19 (Dergaa et al., 2022; Farahat et al., 2022). It is said that football united people. COVID-19 separated people, but football united them again. Western countries have always dominated football. Therefore, if such happened, it would sound like a norm; no one would notice or bother to think further about anything. Fortunately, this World Cup is organised in the Middle East, specifically Qatar (Al-Emadi et al., 2022). This means we would see different improvisation on how each country brings itself to the event.

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When we think of football, it is naturally a sporting event. However, in the latest Qatar World Cup, we did not only see a sporting event but also a political campaign, a social injustice protest, and even a nationality attitude. Thus, football may unite people and is also where social phenomena or activism happens (Alfirdaus & Nugroho, 2019; Jati, 2017). More importantly, this phenomenon is not only limited to the people attending the event in person but to the massive audience via the internet (Al-Emadi et al., 2022; Dergaa et al., 2022; Farahat et al., 2022). The sport we know now has a new face.

The perspective we all get from a World Cup in the western region will also not make as much of a difference as a World Cup event in Qatar. Since people hardly know what middle eastern life is like or what is different in the Qatari region, the 2022 World Cup will bring significant new experiences, especially for spectators mostly from the western world (Chmura et al., 2022; Konefał et al., 2022). Originally, football was purely a sport. However, some people apparently could not purely see it as a sport anymore due to its nature attracting a huge audience. An activity that naturally attracts many people will tend to turn into something that has another meaning because several interests will be inserted into the football narrative. For example, FIFA is no longer just a social organisation but a professionally managed organisation. A professional organisation will undoubtedly have a business and political component (Aib et al., 2022; Beissel & Kohe, 2022). Therefore, the research will measure the political struggles that might be felt if Indonesia were to host the World Cup. Will the struggle in Indonesia be like Qatar or worse?

Football is not from modern times but has been around since ancient times. Footballhistory.org states that soccer began 3000 years ago in Mesoamerican history (Aib et al., 2022). The team that won was represented as the sun, and the team that lost became an offering to the gods. Football is also not only limited to the western region. In Asia, for example, the first known football game was in China around the 3rd and 2nd centuries and was known as Cuju. Cuju is a round ball game played in a square area. A similar form of sport is also found in Japan and is called Kemari.

Ironically, it is known that football has a dark record associated with bloody riots involving spectators (Beissel & Kohe, 2022). This is also related to the historical fact that football is violent. Early soccer games were more violent than modern football, resulting in rage between participants and death. Due to its violent nature, football was banned from being shown to the public for several centuries. At that time, football was played on the streets of London in the 17th century. Even though football has been modernised, its violent nature is still present in the consciousness of its spectators.

One thing that has developed from the violence of football is the physical violence surrounding players and spectators and the narrative violence presented in the World Cup event (Beissel & Ternes, 2022). At

the same time, the harshness of the game, the audience and the news set football apart from other sports. Football has many spectrums and is not limited to playing on the field (Aib et al., 2022; Beissel & Kohe, 2022; Beissel & Ternes, 2022).

As previously discussed, the game of soccer has many spectrums. It relates to sporting events and protests against social injustice, political campaigns, and PR for national attitudes (Aib et al., 2022; Beissel & Ternes, 2022). The common thread between the three is the interrelationship of their respective political situations. This phenomenon is not limited to one country, group, or narrative.

The connection found is multivectors politics. First, it is necessary to examine what Multivectorism politics is in its basic concept. In short, it is the politics of many faces. Multivector politics has been described in many ways. However, it has many requirements to communicate and execute it to be multifaceted. The first thing that is needed is a Regional Security Complex Theory (Kursad Zengin & Topsakal, 2020). This theory is defined as hostilities that long in a region through a historical process of shared understanding of their cultural civilisation.

The enmity exists in the powerful state, the paranoia of losing their power, or it could be the country's political ideology like communism. The anarchist structure of the international system plays a much more significant role. However, unfortunately, the authors cannot find more transparent data on this subject, so this model lacks historical public research on hostilities between countries. To carry out this method, they find a way to establish a common security threat or national interest.

Common security threats and national interests can be found through mutual business symbiosis, political commonality, or gaining international allies. This is common but can result in colonialism, war and other political vendettas in darker landscapes. This analysis model is carried out at four levels: a) Security vulnerabilities may emerge in consistency between the state and the nation's internal order stability. b) Interstate relations are part of what builds internal order stability c) The role of global powers and their relations between strong, neutral, and weak, d) therefore the role of global powers are not limited to the strong ones.

To understand this from the point of view of political interests, what needs to be understood is the power relations between political actors found in football fans, internet users, political figures and football players (Kuswandro et al., 2020). This does not aim to describe the depth of the role of political parties but rather the nature of political parties within the global power itself. The Qatar World Cup allows multi-room institutional discourse, thus opening up opportunities for one of the parties. Is it between the German Prime Minister and FIFA or Qatar and the German Prime Minister?

In Multivector politics among political actors and interests, their approach is institutional conceptualisation rather than passive structure, culture, and background. This results in a lack of social relations, which

should occur if institutions are not the causality individuals or collective actors face (Allagui & Breslow, 2016; Gesualdi, 2019; Koster & Sanders, 2006; Tkalac Verčić & Sinčić Ćorić, 2018). The authors find it interesting that they build interconnected actions for competitive purposes so that what we see happening at the Qatar 2022 World Cup is no longer seen as just a voice of social injustice, a political campaign or national attitudes; how it shifts to another problem—ranging from sports competitions to political competitions (Aib et al., 2022; Beissel & Kohe, 2022; Beissel & Ternes, 2022). Not limited to one narrative, multiple narratives occur during the event.

An important key to doing so is building a positive business reputation and judging their popularity (Fisenko, 2021). The more exposure they get, the more effective it will be for them to do so. Nevertheless, we must note that in a modern digital society, exposure is not only about more and more topics but profound discourses and their impact on society (Putranto & Susilo, 2018; Susilo, 2017; van Dijk, 2009; Van Dijk, 2014). To meet those requirements, Twitter serves as its anchor to gain visibility, known as an app that often addresses deep topics or critical issues. Institutions and public figures use social media to build their reputations in today's digital society. This reputation building is not temporary but is built for long-term goals: a) Utilising a tool of emotion and message through social media. b) Humaniora exposure through personal life contents and events. c) Reduce informality and raise causality between the account owner and the audience. d) The image is constructed according to the owner's purpose.

Furthermore, since social media also has key features to spread important narratives, they are the main collaborating partner, which means multi-room open discussion for them (Panagiotopoulos et al., 2014; Warjiyati et al., 2020). If we combine collaboration between social media and public figures, the methods are co-creation and co-evolution of knowledge (Dovie et al., 2020).

In some cases, executing the Politics of Multivectorism well is not just about increasing exposure (Omelicheva and Du 2018; Sullivan 2019; Vanderhill, Joireman, and Tulepbayeva 2020). Building good exposure is by using elements that can shift one's ideology. Something similar to religion but which can be constructed with scientific narratives and tools is Political Correctness (Hjorth & Arnold, 2011). Political Correctness is known as a controversy, thus making it a form of homogeneity construction (Fairclough, 2001b, 2001a, 2003).

As mentioned above, a public figure uses social media to build his reputation; the elements involved in building his public reputation are through the internet and media discourse, with Political Correctness being the anchor (Aguila, 2009; Al-Kandari et al., 2019; Erjavec & Poler Kovačič, 2010; Gesualdi, 2019; Walther, 2011; Wellman, 2020). In political activities, it is not easy to understand the spectrum of human beings. Therefore, to combine them, it is necessary to establish homogeneity to gain greater control over their policies and profits.

On a daily basis, Twitter is the most suitable platform for this, especially in pop culture discourse (Chiluwa, 2015; Dashti et al., 2015; Li & Wu, 2018). Users show their homogeneity through the creation of bio cards, the use of pronouns, the disclosure of their sexuality, and even other personal spectrums. It is good that they enjoyed this as art and expression but developed it into a monstrous form. For example, on K-pop, unknowing internet users perceive disliking an idol and describe it as a threat, get invited to a public podcast, and then threaten to sue them over a fictional debate. This makes the discourse on Political Correctness which lacks scientific ethics, discusses without insulting and develops into a new bible sermon. This does not include discourse that raises death threats.

Political discourse is close to Multivectorism politics. To do politics with many faces, we must bring narratives of Political Correctness, not to make them right or to build a better society but to build homogeneity. With the construction of homogeneity in Political Correctness, they have precise control over their political power. People who learn great things from scratch find themselves extraordinary and stick to that mindset, not caring about the results of their actions. Most of it will be displayed, like the Dunning Kruger effect or the Anger Problem in defending something. The more power they have, the more effective their Political Correctness will be.

The model map of this research is Multivectorism Politics triggered by the Regional Security Complex, then Political Correctness becomes the anchor and how it relates to Qatar World Cup 2002. The author will use three countries as an example. An overview of each country will be included in the Figure 1.



Figure 1. Research Analysis Map
Source: Author's analysis (2022)

METHODOLOGY

The Qatar World Cup is one of the most important and globally recognised sporting events, attracting millions of fans and generating billions of dollars in revenue. However, the Qatar World Cup has also been controversial, particularly around the political and human rights abuses associated with its organisation. In this paper, Author used multivector analysis to examine the political dimensions of the Qatar World Cup, specifically focusing on multivector politics. The methodology is an advanced version of content analysis with many vectors to analyse (Hayes & Krippendorff, 2007; S. Herring, 1996, 2009; S. C. Herring, 2010; Jeffres et al., 2001; Krippendorff, 2003, 2018; Neuendorf et al., 2017; Sullivan, 2019).

The analysis step refers to the following: a) Defining Multivectorism Politics. The first step in this analysis is to define multivectorism politics. We will draw on existing literature to define this concept, a foreign policy strategy in which a state seeks to balance its relationships with multiple powers rather than aligning exclusively with one. b) Identifying Relevant Actors. The second step is identifying the relevant actors in the Qatar World Cup controversy. This will include state and non-state actors, such as Qatar, FIFA, human rights organisations, and political allies and opponents of Qatar. c) Analysing Actors' Foreign Policies. Next, we will analyse the foreign policies of each relevant actor. This will involve examining their diplomatic relationships with other states and their level of alignment with global power centres such as the United States, China, and Russia. We will also consider the economic relationships between actors, such as trade agreements and investment partnerships. d) Examining the Politics of the Qatar World Cup. Using the framework of multivectorism politics, author examine the politics of the Qatar World Cup. Specifically, the author consider how Qatar's strategy of balancing relationships with multiple global powers has impacted its ability to host the event successfully. The author also considers how other actors have responded to Qatar's multivectorism strategy, such as by boycotting the event or calling for greater human rights protections. e) Drawing Conclusions and Implications. Finally, the author draw conclusions and implications from our analysis. This will involve synthesising our findings to understand how multivectorism politics has impacted the politics of the Qatar World Cup. The author also consider the broader implications of our analysis for understanding the politics of global events and the role of foreign policy in shaping international relations.

RESULT AND DISCUSSION

What is constructed around the World Cup

The FIFA World Cup is a major sporting event that started purely for sport. However, we get that the World Cup is a tool to convey a positive image of the nation (Chmura et al., 2022; Dergaa et al., 2022). Based on the number of communities alone, the World Cup has been established as a source of political campaigns. This can be likened to a general political campaign when tensions are reduced. They do not need branching maps to characterise societies conclusively, like completing routine political campaigns in sports entertainment.

They use political sports campaigns to increase their country's power value, such as Russia, which is seen as a strong country and wants to maintain this paradigm through its multivectorism politics. Therefore, this study also predicts that Qatar will use messages to convey that the country looks advanced, modern, and safe because Arabs are perceived to be unstable and insecure. This strengthens the research analysis on this topic. In the Regional Security Complex theory, their security problem is that an unstable and insecure country is seen

as weak; just coming alone makes people paranoid that they will be robbed, disappear, kidnapped or cheated by the locals.

Table 1. Data Analysis

Country	Summary	Analysis
Qatar	Qatar is the host of the Qatar World Cup 2022. They are already predicted to push their environmental sustainability campaign and modern landscape.	<p>Security Vulnerabilities: Qatar has a geographic relationship with Arabs; therefore, they get stigmatised as unstable and unsafe.</p> <p>Inter-state Relations: Qatar had political tensions with Germany, which wanted to wear LGBTQ armbands in Qatar.</p> <p>Role of Global Power: Qatar is still viewed as a closed and developed country.</p>
Germany	Germany is a powerful country in this World Cup as a former World Champion, but the main narration they adopt is about LGBTQ rights.	<p>Security Vulnerabilities : There is no rising discourse about German state vulnerabilities during the World Cup; instead, it is not used in the agenda.</p> <p>Inter-state Relations: It clashed with Qatar due to different ideologies about LGBTQ movements.</p> <p>Role of Global Power: As part of the EU, Germany is a powerful country, especially in the World Cup.</p>
Iran	Despite not having a political clash during Football, Iran supporters brought the Mahsa Amini case to the football stadion.	<p>Security Vulnerabilities: Iran is currently vulnerable due to rising tension in the Mahsa Amini case.</p> <p>Inter-state Relations: No specific country is in conflict with Iran, but some countries protested against them, and the case was brought up during World Cup.</p> <p>Role of Global Power: Iran's role on the global stage is also weakened due to rising tension over the Mahsa Aminic case.</p>

Source: Author's analysis (2022)

FIFA is known to be built on the legacy of their ancestors (Beissel & Kohe, 2022) strengthening the evidence that football has been constructed culturally compared to lighter sports such as E-sports. Things that have been constructed culturally bring a deep cultural context at the

beginning of the founding of the FIFA organisation. This is one of the reasons why Political Correctness comes into play and serves as one of their interests. One of the interesting things that the writer found was the exchange of players representing newcomers. The role of migrant players is like an obligation for them to be tried in maintaining the interests of global powers.

Sustainability policies are also a FIFA World Cup value, demonstrated by how Qatar presents itself as the highest CO2 per capita in the world (Al-Emadi et al., 2022; Dergaa et al., 2022; Konefał et al., 2022). Interestingly this proves that we found synchronisation with their Regional Security Complex Theory. It serves as the base performance for one country in the FIFA World Cup. To understand their performance at the 2022 World Cup, the author will take three samples from Germany, Japan and Iran, and then we will identify which one is Political Correctness.

The author draws the multivector analysis to expand how the issue map and implications related to 2022 World Cup hosting. The analysis can be seen in table 1.

What about Iran?

Iran suffers heavy losses in global power and cannot carry out multivectorism politics because most of its supporters voice the narrative about the Mahsa Amini case. Mahsa Amini is a woman who died after being arrested by the police due to the etiquette of wearing the headscarf in public. As long as it spreads on Twitter, there is no resistance to the narrative that beat the case of Mahsa Amini during Iran's match at the World Cup. Finally, their defeat can not even support the government's justification efforts.

Regarding intellectual awareness, the World Cup mobilised women's voices and injured the country only with serious human rights scandals. What about their politics of multivectorism? Because the audience feels involved in the Mahsa Amini case, their politics of multivectorism will not operate in a critical state of distrust. Not to mention Iran also suffered defeat in the World Cup. Fortunately, this also proves that social media is not always the key to justifying power, but their new approach is not always effective due to a lack of sustainable environmental goals and conditions of global distrust.

Even though it means shifting the meaning of sport, the voice for justice for Mahsa Amini contains more human values, but at the same time, we are forced to implement a libertarian voting system based on our somewhat foreign assessment, bearing in mind that every country has a different ideology. It is as if multivectorism politics is not contributed by the government but by the people, unconsciously making them participate in various political ideologies, which also have various narratives. Does that mean their narrative can be muddled, or is it still pure protest? Even though it is known that the World Cup has a vacuum that can disrupt various meanings, the voices of protest remain silent.

How does this relate to the World Cup? The case needed big numbers to be acknowledged, and the World Cup gave them the spotlight on the Mahsa Amini Case.

What about Qatar?

Qatar is a non-western country hosting the 2022 FIFA World Cup this time. Qatar is predicted to prioritise its modern and environmental side. Instead of presenting something fresh as a developed country, Qatar chose to dismantle the stigma around them, such as that the Arab lands are insecure and unstable. This could be interpreted as how Qatar wants to look good without intimidating the bigger powers of western countries.

In the table 1, their vulnerability is the stigmatisation of Arabs, which interestingly allows them to carry out politics with many faces. If Iran cannot carry out multivectorism politics from the start, Qatar can do so in the interests of many parties as set out in the Regional Security Complex Theory. By planning for environmental sustainability, they shape the face of a modern nation, and the environment increases their economy while hosting the World Cup. Does this also include a bold move from Political Correctness? It is true. However, they do not use it for crass Political Correctness. They are more like soft Political Correctness, teaching but not judging the historical record of any country by pushing their Political Right narrative.



Figure 2. German team covering their mouth
Source: Politico.eu (2022)

Unfortunately, they had to face a political clash with Germany. Germany was offended that they were forbidden to wear LGBT armbands on the German team. In this World Cup game, Germany is known for promoting LGBT rights by allowing its football team to wear the one-love armband. Germany looked displeased with this (Figure 2). Even the

German Ambassador, H.E. Dr. Claudius, violated the ban by wearing the captain's armband inside the stadium. This was then followed by the German players covering their mouths.

This attitude shows a protest against the prohibition of LGBTQ+ in Qatar. Unfortunately, the narrative that was built did not make Germany look strong. Instead, it became trending with the hashtag #diemannschaft on Twitter to counter German opinion. One of them highlights the case of Mesut Ozil, who has remained silent in defence of Uyghur Muslims, showing that diversity can only work if it benefits German culture.

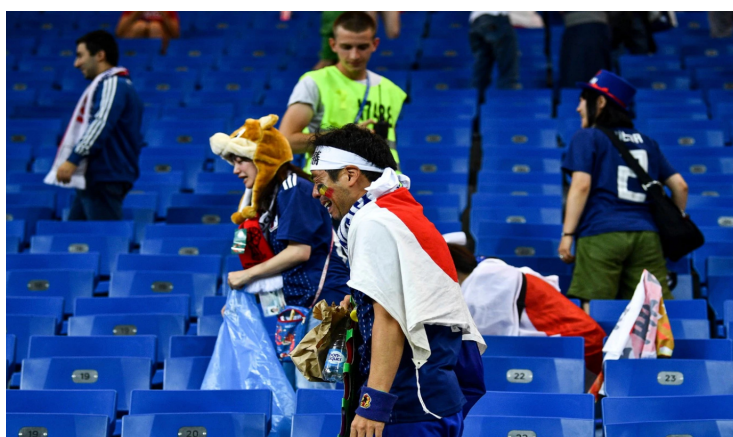


Figure 3. Japanese fans cleaned the stadium
Source: SBS (2022)

Multivectorism politics Germany uses multivectorism politics. Not only did LGBT themselves have strong Political Correctness, Germany came as a guest but asked the DPR to change its ideology, similar to what the Dutch colonialists did to brand Indonesia as a heretical culture. Does that mean Political Correctness is the larger scale of colonisation? We are unsure because the movement is still in its infancy due to increased digital awareness. From the political landscape of truth, the Germans want their multivectorism politics to impact the socio-cultural level (Sullivan, 2019; Vanderhill et al., 2020), disrupting the state ideology and serving at the forefront before the people. Qatar, considering that their demands are not in the people's interests. Surprisingly, Germany's multifaceted performance received a massive reaction via the internet, given that they are a strong nation and Qatar's preparations are around modernity and continuity of environmentalism. On the other hand, it is known that Qatar wanted to fix their vulnerability through environmental sustainability and modernity, but its efforts were beaten by Japan, as seen in the fans who cleaned the stadium after the game was over (Figure 3).

It is like a double-edged sword. This phenomenon shows that Japan has an excellent national attitude but, at the same time, can be interpreted as superior to Qatar's multivectorism politics. Immune studies focus on only participating in major sporting events, i.e. to

develop more immune diseases. Therefore it is no wonder they outperformed Qatar in Sustainability and Environmentalism. Whenever countries want to show their strength, they will go beyond the primary goal of their sustainable environmental narrative, but this is not seen as a crude attack on multivectorism like Germany's, given that Japan did this without trying to change Qatar's ideology. Qatar's inter-relationships were good and bad. They won against multi-performing Germany but lost against Japan's sustainable environment.

What about Germany?

Germany does not have any vulnerabilities at the moment. It is they who are imposing their political views on this event. Like when there are no vulnerabilities in a powerful nation, they are the ones who impose their rules on others. Moreover, Germany uses Ozil as a scapegoat instead of supporting its vote for Uyghur Muslims.

Germany carries out its multivectorism politics through Political Correctness, which is known to be actively spreading via Twitter. These multivectorism politics has become mainstream lately because many western blocs or powerful countries have voiced it. It is no wonder that, with the recent spotlight, they consider it a level of national ambition because mega sporting events can be a medium for achieving national ambitions. But how do they encourage him to interfere with other countries' ideologies? By making it a shared responsibility because Qatar previously had human rights problems. However, human rights issues could not be appropriately assessed by the spectrum of sexuality, so Qatar's human rights issues brought up by Germany were not in line with their Political Correctness. Thus, when placed in the wrong context, shared responsibility can reveal its own Political Correctness. Germany's defeat against Japan then followed this in a match.

Implications

From the three samples, the results are mixed. Their multivectorism politics can outperform state power, as happened with Iran, and their Mahsa Amini case shows their narrative shines even though the country has weak powers and is losing the game. One more thing is Qatar which gets both, not inferior to Germany's multivectorism politics with the help of social media, but losing to Japan's multivectorism politics which outperforms Qatar's environmental sustainability. It was Germany that brought the big hammer when other countries stayed in line with environmental sustainability, but instead, they used binary issues, so it was different from the visible global agenda, but they again lost the game and were eliminated from the world. Cup, this was then followed by an embarrassing debate on Twitter despite its status as a strong nation.

Interestingly, Germany had no vulnerabilities and gained a position of strength but failed to invade another country's political interest. High vulnerability can voice community demands when needed.

After protesting and losing the match against Japan, Germany threatened to quit FIFA if their agenda was still banned. This proves that Germany does not want to lose against an Asian country, as its older ancestors built FIFA with strong western influence.

At the same time, from counter-discourse to Germany through raising the Mesut Ozil case, immigrant players can be at risk through discrimination and scapegoat treatment like Mesut Ozil, but can also be an example of reporting on how a country deals with their human rights issues. As mentioned earlier, they raised Qatar's human rights issues in the World Cup, but Germany also has human rights issues based on how they handled the Mesut Ozil case. Trans-national ownership is a strong debate and an unsolvable dilemma, so that from this unsolvable dilemma will always be involved whenever the win rate or win score goes bold, or there are political tensions that arise.

The 2022 World Cup in Qatar represents a unique case study in the intersection of media relations and multivectorism. The controversial decision to award the tournament to Qatar sparked widespread criticism and scrutiny, particularly regarding human rights issues and the treatment of migrant workers involved in the construction of tournament infrastructure. As a result, Qatar has employed a multi-vector approach to its media relations strategy, seeking to shape its narrative and public image through various channels and platforms. This has included partnerships with international media outlets, the creation of its own media networks, and the use of social media to engage with audiences around the world.

CONCLUSION

Regional Complex Theory is like a domino effect, especially in the field with large numbers, and it is always there in every country regardless of the circumstances or events. Mega sport has a hereditary history and is an event used as a medium to achieve a country's goals. As for now, Political Correctness is still known as a hot topic of conversation outside and inside football. It still uses the politics of rough multivectorism by labelling a country for something and demanding weaker countries change their ideology, even though it is just a game. Ironically, it costs less than election campaigns because election campaigns require actual speeches and public visits and also differ from global sustainable policies in promoting a sustainable environment.

With a historical ancestry in FIFA, Political Correctness is like their anthems. Having a non-Western host would be a struggle against a larger country, resulting in a player exchange that allows them to become immigrants embroiled in heated political tensions because any country by nature still has a strong bias towards its land and its race. Player swaps also appear to be pawns to strike back for a country if they want to be bombarded with strong state multivectorism politics, like how the Qatari crowd raised the case for Mesut Ozil's rejection after Germany urged them to allow an LGBT agenda into the Qatar World Cup.

The author suggests forming a new politics of multivectorism because this raises concerns that Indonesia will host the FIFA World Cup in the future. After all, Indonesia is a non-western country that prohibits the LGBT movement, so change means letting outsiders change our ideology. Meanwhile, the local LGBT community would not get anything from the movement because outsiders still have more space to carry out their campaigns, as Qatar previously only focused on eliminating Arab stigmatisation using environmental sustainability. A more effective action for Indonesia would be preserving the environment and displaying cultural modernity, and resolutely refusing not to allow guests to change the ideology of the host. Multivectorism politics should combine a sustainable environment, modernity, and how our ideology can be flexible with other countries.

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