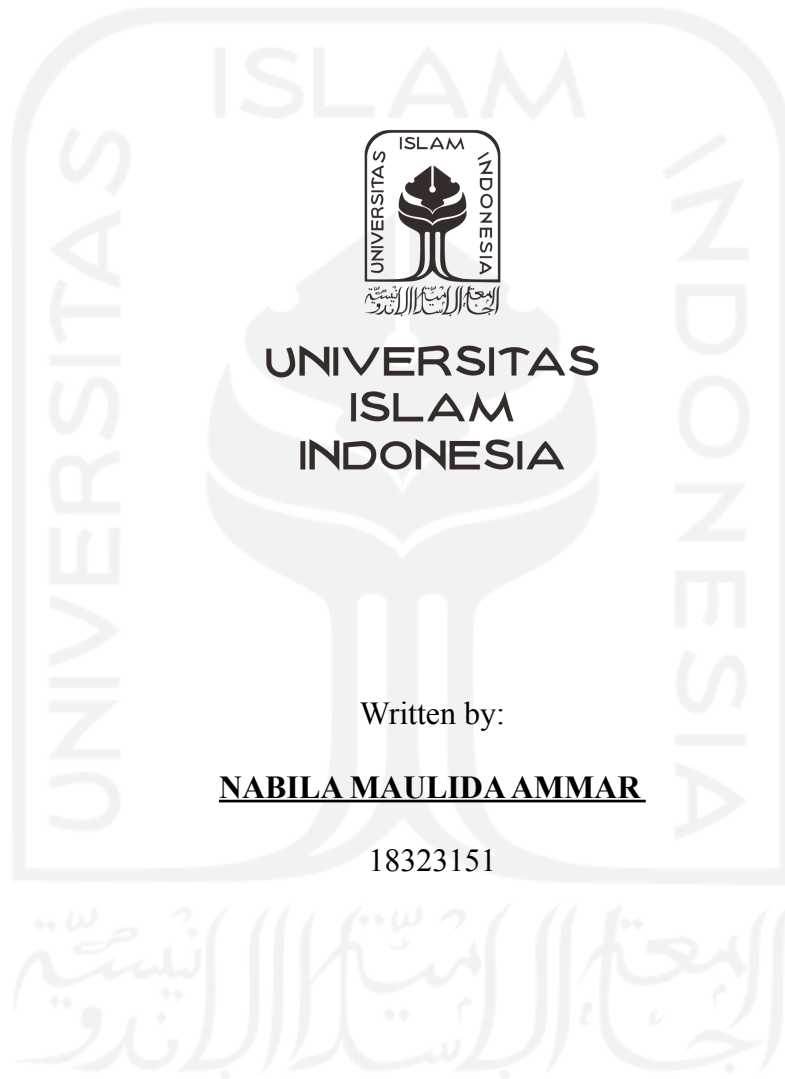


**PUBLIC DIPLOMACY STRATEGY OF THE JAPAN FOUNDATION  
TOWARDS INDONESIA IN 2012-2017  
UNDERGRADUATE THESIS**



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**2022**

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Proposed to the Department of International Relations  
Faculty of Psychology and Socio-Cultural Sciences  
Universitas Islam Indonesia

As a partial fulfillment of requirement to earn

Bachelor Degree in International Relations



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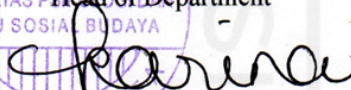


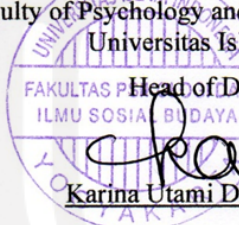
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No other materials are used other than those contained. I have read and understood the university's rules and procedures regarding plagiarism.

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*November, 14th 2022,*



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*Nabila Maulida Ammar*



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## LIST OF ABBREVIATIONS

ASEAN	: Association of Southeast Asian Nations
BBC	: British Broadcasting Corporation
BP2MI	: Badan Pelindungan Pekerja Migran Indonesia
BPPT	: Badan Pengkajian dan Penerapan Teknologi
CD	: Compact Disc
CGV	: Culture Great Vital (a movie company)
DVD	: Digital Versatile Disc
FB	: Facebook
FDI	: Foreign Direct Investment
FIB UGM	: <i>Fakultas Ilmu Budaya Universitas Gadjah Mada</i>
IG	: Instagram
JENESYS Youths	: Japan-East Asia Network of Exchange for Students and Youths
JET	: Japan Exchange and Teaching Programme
JF	: Japan Foundation
JFF	: Japanese Film Festival
JJW	: Jogja-Japan Week
JLPT	: Japanese Language Proficiency Test
JNTO	: Japan National Tourism Organization
Malari	: Malapetaka Limabelas Januari Incident
MOFA	: Ministry of Foreign Affairs Japan
METI	: Ministry of Economy, Trade and Industry
MEXT Technology	: Ministry of Education, Culture, Sports, Science and Technology
NHK Corporation)	: Nippon Hyouso Kyoukai (The Japan Broadcasting Corporation)
NP	: Nihongo Partners
Pemda DIY	: <i>Pemerintah Daerah Daerah Istimewa Yogyakarta</i>
PROMOTION Security	: Proactive Contribution to Peace and Legislation for Peace and Security
P4TK Kependidikan	: <i>Pusat Pengembangan dan Pemberdayaan Pendidik dan Tenaga Kependidikan</i>
PTKIN	: <i>Perguruan Tinggi Kependidikan Islam Negeri</i>

## ABSTRACT

Public diplomacy is one of the important ways for Japan to build mutual understanding between Japan and Indonesia through the Japan Foundation. Japan focuses on long-term relationships for a 5 year period based on the Outline of the Basic Plan on the Promotion of Culture and The Arts in Japan published by the Ministry of Education (MEXT) in 2017. The Japan Foundation's diplomacy strategy in Indonesia in 2012-2017 impacted on the cooperation agreement between Japan and Indonesia in 2015 in the “Joint Statement Strategic Partnership: Towards Further Strengthening of the Strategic Partnership Underpinned by Sea and Democracy”. It also increases the exchange of citizens between Japan and Indonesia and fosters more interest in Japanese culture and studies in Indonesia. In addition, it is not only intended to gain an understanding of Japan, but also to increase the level of trust internationally through exchanging citizens in other countries, public relations activities at each Japanese embassy and building communication with other countries through Japanese cultural attractions. In public diplomacy strategy, the Japan Foundation implements three strategies in Mark Leonard's public diplomacy concept, which focuses on long-term relationship strategies, through cultural exchanges, language training, conferences, and so on.

Keywords: Public Diplomacy, Japan, Culture



# CHAPTER I

## INTRODUCTION

### 1.1 Background

Japan is one of the countries implementing public diplomacy in its foreign policy efforts. Public diplomacy in Japan has been implemented since 1972 with the establishment of the Japan Foundation. The Japan Foundation is the first institution to focus on cultural activities. This institution was established in 1972 under the MOFA, primarily for programs related to international cultural exchange. Currently, the Japan Foundation is an independent institution and has been an independent institution since October 2003.

The Japan Foundation has several branch offices spread across several countries and regions, while its head office is in Tokyo, with a branch office in Kyoto and two language institutes in Urawa and Kansa, and 22 branch offices in 20 countries. In carrying out its activities, the Japan Foundation receives funding support from the government and private parties. Therefore, the Japan Foundation is the only official institution of Japan dedicated to implementing a comprehensive international cultural exchange program around the world. The Japan Foundation was established under a special law of the Japanese Parliament as a special legal entity tasked with spreading Japanese culture. In addition, it also contributed to the international cultural exchanges and established mutual understanding between Japan and other countries. (MOFA, 2004).

In fact, the establishment of the Japan Foundation in Indonesia was based on the anti-Japanese riots that occurred in several Southeast Asian countries. In Indonesia, this event is known as Peristiwa Malapetaka Lima Belas Januari or Malari Incident (Jazimah, 2015). Back then, the Malari Incident was motivated by protests from some Indonesian intellectuals over the dominance of Japanese capital in the Indonesian economy. Therefore, this causes the Indonesian people to become angry, resulting in the Malari Incident. After the Malari incident, Japan made a revision of its policies in order to maintain good relations with Southeast Asian countries, especially Indonesia. His foreign policy was realized by the visit of Prime Minister Takeo Fukuda to Manila on August 18, 1977 in conjunction with the issuance of the Fukuda Doctrine.

The content of the doctrine is that Japan will try to strengthen the ties with countries in Southeast Asia with the method of heart to heart understanding or in other words with soft diplomacy (Purbantina, 2013). One of the efforts to achieve this issue is based on a heart to heart understanding by holding systematic cultural exchanges between Japan and other countries by establishing representative offices of The Japan Foundation in other countries. Under the auspices of the Ministry of Foreign Affairs (MOFA), Japan established the Japan Foundation in Indonesia in 1979. The purpose of establishing the Japan Foundation in Indonesia is to build a harmonious friendship between Indonesia and Japan through deepening and understanding of Japan.

Accordingly, the establishment of the Japan Foundation in Indonesia is expected to be able to assist in eliminating all forms of negative image and

misunderstanding of public thinking about Japan and to achieve better understanding and relations with Japan through cultural aspects. Currently, The Japan Foundation Indonesia not only introduces culture to the Indonesian people, but also holds various activities such as cultural exchanges between Indonesian and Japanese people, providing cultural and language training. In addition, this institution is aimed to find out and search for the latest information about Japanese culture (The Japan Foundation).

Based on the Ministry of Foreign Affairs of Japan (MOFA) in 2017, the public diplomacy activity of Japan was carried out to five functions based on the Diplomatic Blue Book in the same year, those are: First, helping the international dissemination of the situation and diplomatic policies in Japan. Second, to inform Japan's domestic situation and policies to the foreign public. Third, the implementation of international agreements to promote cultural exchange. Fourth, to promote cooperation between Japan and international cultural organizations. Fifth, helping to present Japanese culture abroad and promoting cultural exchanges with foreign countries. Japanese public diplomacy is organized by institutions such as the Japan Foundation. According to MOFA Japan, The Japan Foundation carries out various projects to create a positive image of Japan in foreign countries, increase brand values throughout Japan and provide a deep understanding of Japan, then cultivate pro-Japan individuals and groups for the future.

Indonesia is the country with the second largest number of Japanese learners in the world and the first in Southeast Asia, but according to Japan, the

information circulating is still inadequate. Only a few Japanese people can communicate in English which causes their space to be very limited. Even with such conditions, support from the local government is still inadequate. Therefore, to fulfill life in Japan with comfort and easy access to information, there are government auxiliary agencies to address these issues.

One of the bilateral cooperation agreements is to sign a strategic partnership. In 2015, Shinzo Abe together with President Joko Widodo, signed a Joint Statement - Towards Further Strengthening of the Strategic Partnership Underpinned by Sea and Democracy in Tokyo, Japan. However, there was a change in the Cultural sector in the 2015 Joint Statement and was revised in 2017, discussing the people and cultural exchange sector which in 2015 contained quite a number of agreements in the field of people-to-people exchange, ease of visas (relaxed visa), and the importance of expanding cultural exchange, education and expertise.

The 2015 Joint Statement also discussed a cultural exchange project aimed specifically at the Southeast Asia region, namely "WA Project: Toward Interactive Asia" which was implemented in 2013 at the ASEAN-Japan Commemorative Summit in Tokyo (MOFA, 2015). In carrying out these projects, the Japan Foundation initiated a project called "WA Project: Toward Interactive Asia" which contains the Nihongo Partners program. The purpose of the project is for the Japan Foundation to be able to focus on spreading Japanese culture throughout the world through cultural exchanges nationally and internationally. The dissemination is carried out through seminars, exhibitions, festivals of Japanese

arts and culture, and facilitating Japanese language education worldwide as well as conducting student exchanges and Japanese studies (Okubo 2000).

In addition, the Japan Foundation's work program will be easier to adapt to the times and conditions of the Japan Foundation's working area. In addition, MOFA also established a Public Diplomacy Department in 2004 as a response to the increasing popularity of Japanese culture, especially pop culture (Nakamura, 2013). This is due to the development and the spread of Japanese culture in various parts of the world have made the Japanese government realize that it can be used as a diplomatic tool and also achieve Japanese economic interests.

In addition, this is related to the low birth rate in Japan, causing Japan to urgently need assistance from foreign countries, and the number of foreigners with the aim of traveling, working, or studying is increasing. The purpose of public diplomacy, which was originally to the negative image in Indonesia, has now changed to how Japan can promote its country as the right country to develop a career and there are opportunities for a better life in Japan considering that Japan desperately needs a workforce. Therefore, with MOFA and the Japan Foundation increase the spread and provide the facilities for the public to learn Japanese, Japanese companies have also indirectly expanded their operations overseas along with the globalization of Japan's economic structure, and Japanese pop culture which applies all over the world. Further promotion of the Japanese language abroad led to the creation of a favorable international environment for both parties.

Based on these policies, it can be said that the Japan Foundation is quite influential in the implementation of Japanese public diplomacy through the spread of Japanese culture in Indonesia (Warsito, 2007). Public diplomacy carried out by the Japan Foundation initially aimed to restore Japan's good image by realizing the needs for international engagement with countries that have had a dark past with Japan. As a result, the Japan Foundation also helped popularize Japanese culture. This also has an impact on other Japanese national interests so that the government and non-government parties collaborate in continuing these policies.

## **1.2 Research Question**

How does the Japan Foundation implement its public diplomacy strategy towards Indonesia in 2012-2017?

## **1.3 Research Objectives**

The objectives of this research is to acknowledge how the Japan Foundation carried out its public diplomacy in 2012-2017 which focused on the process of building relationships, understanding cultural interests and conveying perspectives to other parties, under the Joint Statement: Strategic Partnership in 2015, correcting and straightening misunderstandings in a relationship and indirectly building a sense of trust from the Indonesian side to be able to have a mutual understanding. Furthermore, the significance of this research are:

1. For the researcher, as information material or input in discussing how Public Diplomacy of the Japan Foundation in Indonesia in 2012-2017.



2. In addition, this research is expected to be a reference for further research and as input to add insight and knowledge for future research references.

#### **1.4 Research Scope**

This research will focus on the 5 years of period (2012-2017) in order to realize the public diplomacy strategies in the long term diplomacy based on the Outline of the Basic Plan on the Promotion of Culture and The Arts in Japan published by the Ministry of Education (MEXT) in 2017. This study uses the concept of public diplomacy. In Japan's Public Diplomacy through The Japan Foundation in Indonesia in 2012-2017, there are three dimensions, news management, strategic communication, and relationship building. This occurred to acknowledge how Japan's Public Diplomacy was through The Japan Foundation in the era of Shinzo Abe's leadership from 2012 to 2017.

#### **1.5 Literature Review**

In a previous study entitled 'The Japan Foundation in China: An Agent of Japan's Soft Power' written by Utpal Vyas, it was explained that the ranks of the bureaucracy at the Japan Foundation do not come from the politicians, but people who have the ability to change public opinion to other countries on an intellectual level. Moreover, this journal indicates that the Japan Foundation intends to change opinions about Japan in other countries through their exchanges (Vyas, 2008). Regarding the budget allocation, the Japan Foundation has different activities in each region, such as in East Asia where more funding will be used for Japanese language teaching activities.

At the same time, in the United States and Europe, it tends to be used for art exhibition activities. In China itself, the relationship between China and Japan has experienced many obstacles, one of which was the concern of China regarding the infiltration of Japanese culture. Back then, during the Japanese occupation of China, Japanese culture was coerced into China. This is a challenge for Japan in exercising its soft power in China because China limits its desire to promote cultural exchange with Japan. However, many Chinese citizens are attracted by Japanese culture, language, and international cultural events, so The Japan Foundation can be an opportunity to launch its soft power.

In addition, the Japan Foundation also has a series of programs that are expected to increase its positive image and spread its cultures, such as educational activity programs targeting higher education, primary and secondary education, and adults. The program is designed to transmit one-way information, demonstrate the state agency's emphasis on implementing programs that will benefit the Japanese state and its foreign policy objectives, and try to enable the Chinese people to understand Japanese society and culture better, rather than trying to promote mutual understanding towards the Chinese people. Not only in the field of education, but the Japan Foundation also spreads Japanese culture and values through films, television shows, exhibitions, seminars, and conferences.

Duong Thi Thu's previous study entitled 'Japan's Public Diplomacy as an Effective Tool in Enhancing its Soft Power in Vietnam-A Case-Study of the Ship for Southeast Asian Youth Exchange Program analyzed Japan's public diplomacy in Vietnam through an exchange program. In his analysis, Thi Thu sees that Japan

is expanding its soft power due to constitutional restrictions (as stated in Article 9 of the Japanese constitution which prohibits Japan from going to war), Japan has no other choice but to turn to expanding its soft power. Japan limited hard power so that soft power played an important role in Japan's national power. The limitation experienced by Japan's soft power is that it is still distrusted by many East Asian countries and is engaged in territorial and resource disputes with China and South Korea over Senkaku islands (Diaoyu in Chinese Language) and Takeshima (Tok-do in Korean Language) respectively. Therefore, the other factors such as the establishment of universal institutions or the popularization of the Japanese language to the world would take a long time or seem difficult. This is due to the urgent need for Japan to resolve historical issues with its neighbors or otherwise, Japan cannot implement its soft power efficiently in these countries.

The Japanese government also recognizes that culture is an important area of Japanese diplomacy, and its role has become increasingly important in recent years. Regardless of exporting cultural products, Japan has organized various cultural activities to promote its culture and values. For example, with the establishment and development of the Japan Foundation around the world, Japan aims to provide Japanese language training, performing arts, and Japanese studies to people all over the world (Thi Thu, 2013).

In addition to exchange Japanese culture through pop culture or its traditional culture, Japan seeks to internationalize its language in the form of Japanese language education, through the Japan Foundation. Therefore, Japan sends Japanese language education specialists abroad, trains Japanese instructors

and students abroad, contributes and develops Japanese language education materials and holds Japanese speech contests in overseas diplomatic enterprises. Japanese studies and intellectual exchange are another form of Japanese cultural exchange.

Japanese leaders have also recognized the importance of people-to-people exchanges in strengthening the ties between Japan and other countries. For example, during a speech in Singapore, the last stop of his visit to ASEAN countries in 2002, the then Prime Minister of Japan, Junichiro Koizumi, emphasized that “Cooperation working with others to achieve more This cooperation requires the exchange of ideas, opinions, and people”. As a result, the Japanese government has promoted person-to-person exchanges in various forms including student exchange programs, youth exchanges and sports exchanges.

## **1.6 Research Framework**

Mark Leonard sees soft power and public diplomacy as two things that are closely related, because public diplomacy can be carried out by utilizing the soft power possessed by the state, for example by "relationship building" or building good relations which are believed to influence the formation of intersubjective ideas between people from different countries. In his book, Mark Leonard explains that there is a relationship between image and issues in public diplomacy. Each country has different problems and issues and in general, they will affect a country's relations with the international community. However, issues in a country will form an image through public diplomacy activities. It can be said that public

diplomacy is used to influence public perception or opinion and serve as a tool to shape the image of an issue (Leonard, 2002).

This research is using Mark Leonard's publication on Public Diplomacy, Dimensions of Public Diplomacy. There are three dimensions of public diplomacy activities. Those are:

### 1. News Management

Communication management regarding daily issues reflects the increasing need to harmonize traditional diplomatic communications. In this dimension, public diplomacy seeks to support traditional diplomatic activities by addressing non-governmental audiences, both the masses and the elite. The time scale of this dimension is carried out daily and is flexible, reactive, and integrated with the government. There are five main audiences in spreading the news, namely journalists who ask a question, viewers who come from local residents, foreign residents who are interested in related issues, enemies, and experts. In the deployment of foreign audiences, the embassy of a country is required to develop a public diplomacy strategy plan to spread the country's issues with good communication.

### 2. Strategic Communication

The second dimension is a strategy where the state in its activities must be able to promote its country. Public diplomacy can be used by the government to promote the image of its country through the public or

targets that are outside the government's control by campaigning or promoting its country. The time scale required by this dimension requires planning in weeks or months. In addition, this dimension is more dependent on the communication skills, planning strategies, budgets, resources, and expertise in showing the image you want to show.

### 3. Relationship Building

It is the development of longer-term relationships by targeting individuals from other countries through scholarships, exchanges, training, conference seminars, as well as access to media channels. However, this dimension cannot be measured in a matter of time, because it builds mutual trust and mutually beneficial conditions for state and non-state actors. This dimension, in the process, requires holding a meeting in person or in a personal form. Relationship building is how there is a reciprocal relationship carried out by the government with figures who are later expected to be able to explain the good image of their country and spread the positive values of the country. The time scale required for this dimension takes a long time to years and depends on the level of trust between countries in establishing relations.

#### **1.7 Provisional Argument**

This study tends to not only deepen Indonesia's understanding of Japan but also dispel the arrogant image and the issue of the employment crisis in Japan. Japanese public diplomacy is dominated by the dimensions of the social approach such as scholarships, cultural and language exchanges as well as training in

accordance with the three dimensions of public diplomacy according to Mark Leonard. The dimensions are related to public diplomacy of Japan, namely: (1) The existence of public relations abroad, (2) the existence of cultural exchanges, (3) exchange of people, (4) cooperation with international cultural organizations, and (5) cultural grant assistance.

## **1.8 Research Method**

### *1.8.1 Type of the Research*

This research uses qualitative methods, by constructing reality and understanding its meaning, by observing the process of events and data quality. This makes the qualitative method quite relevant in building soft diplomacy methods. However, the procedure in this study is the process tracing procedure. Meanwhile, this procedure is the main way of explaining and capturing the mechanism of causality in an action.

### *1.8.2 Subject and Object of the Research*

In this research, the subject of the research is the Japan Foundation as the tools of Japan's interest. Meanwhile, the object of this research is at the local state level, Indonesia. There are several programs that help the strategic partnership activities between Indonesia and Japan, also emphasizing the improvement of people-to-people and cultural exchange.

### *1.8.3 Method of Data Collection*

This research uses qualitative data. Qualitative data is the data obtained through literature study sourced from books, journals, newspapers, and other written materials that can be used as sources of writing. The secondary data of this writing was obtained from various written media such as books, journals, theses, online media, and other written sources. In this research, the researcher collected all information related to the theme that became the main focus of the research, which was adapted to the concept of public diplomacy.

### *1.8.4 Process of the Research*

Research data will use qualitative data methods, the research process begins with:

1. Collecting all available data from various sources, namely observations written in personal documents, official documents, drawings, photographs and so on. The data that needs to be examined in this research is data related to The Japan Foundation's activities in Indonesia in carrying out Japanese Public Diplomacy in Indonesia.
2. Data reduction, namely summarizing data that will later be divided into several categories, as well as removing unnecessary data, and organizing data.
3. Interpretation of the data is to answer research questions that are carried out with analytic descriptions.



4. Writing conclusion based on the results of the data that has been sorted and adjusted to answer the research question.

## **1.9 Thesis Outline**

Chapter I: Discussing the introduction and background on the issues related to Public Diplomacy Strategy of the Japan Foundation towards Indonesia in 2012-2017. Then, it also consisted of research questions, research objectives, research scope, literature review, research framework, provisional argument, research methods.

Chapter II: Consists of data analysis of the Japan Foundation and its cooperation and programs in Indonesia

Chapter III: Discussing the analysis of public diplomacy strategy of the Japan Foundation in Indonesia Based on the three dimensions of public diplomacy

Chapter IV: Containing the conclusions of the results of the analysis and discussion of the issues, also recommendations that could be utilized for the further research.

## CHAPTER II

### ANALYSIS DATA OF THE JAPAN FOUNDATION AND ITS PUBLIC DIPLOMACY STRATEGY IN INDONESIA

#### 2.1. Indonesia-Japan Diplomatic Relationship

One of the events that marked Japan's public diplomacy in Indonesia was during the Malari incident in 1974 where there was a demonstration by the Indonesian people and students as a form of protest against the Japanese domination of the Indonesian economy, so that the Indonesian market at that time was filled with Japanese products, and not feel economic growth and development evenly in society. Therefore, the Japan Foundation exists as an institution that has succeeded in helping to clear up all misconceptions about Japan and to achieve a common understanding of Japan and better relations. In addition, Japanese public diplomacy serves to improve Japan's image in Indonesia, so that Japan forms a cultural institution as a new diplomatic tool.

In 1977, Prime Minister Fukuda launched a foreign policy based on cultural and economic cooperation. In his speech, Fukuda said that Japan wanted to build relations with countries in Southeast Asia based on the concept of "heart to heart". In his message, it can be analyzed that the main target of foreign policy in Southeast Asia is to the people. This is very close to the concept of public diplomacy. He also said that in an effort to achieve these goals, cultural exchange

is an important factor which mentioned that Japanese people and people in Southeast Asia basically have the same traditions as Asians (Sueno, 2002).

## **2.2. The beginning of the Japan Foundation**

On October 1, 2003, The Japan Foundation became an independent administrative institution and was responsible for all the activities carried out. This change is expected to make The Japan Foundation further improve the quality of operations, increase efficiency, increase transparency and concentrate more on the purpose of cultural exchange between Japan and other countries. The Joint statement discusses the people and cultural exchange sector that formed the “WA Project: Toward Interactive Asia” implemented in 2014 at the ASEAN-Japan Commemorative Summit in Tokyo, as a new Asian cultural exchange policy that implements cultural exchange with Asian countries, especially ASEAN member countries.

In the course of the cooperative relationship between Indonesia and Japan in 2015, the two countries formed a Joint Statement - Towards Further Strengthening of the Strategic Partnership Underpinned by Sea and Democracy in Tokyo, Japan. The Joint Statement discusses several areas of cooperation that have been built previously and what will be built between the two countries, such as in the economic sector, which in 2015, Japan and Indonesia, launched the "Proactive Contribution to Peace" PROMOTION which includes components promoting investment and business in Indonesia, increasing the development of industrial human resources, infrastructure and technology. In the maritime sector, it also discusses how to develop infrastructure, fishing industry, maritime security and shipping industry (MOFA, 2015).

The program activities such as Nihongo Partners and JET, MOFA puts its trust in The Japan Foundation as an institution that directly handles Nihongo Partners program activities and activities based on cultural and language introductions. In addition, NP also carries out various activities and events such as seminars, training, exhibitions and others to assist the success of the Joint Statement program. According to MOFA Japan, the Japan Foundation carries out various projects to create a positive image of Japan in foreign countries, increase brand values throughout Japan and provide a deeper understanding of Japan, and foster pro-Japan individuals and groups for the future (MOFA, 2017).

### **2.3. The Japan Foundation in Indonesia**

The entrance of the Japan Foundation in 1979 under the auspices of the Ministry of Foreign Affairs of Japan (MOFA) in Indonesia was to address the bad image of Japan in the midst of the Indonesian people who thought that Japan and its assistance had dominated the economy in Indonesia. The establishment of the Japan Foundation in Indonesia was carried out in several processes, including conducting a survey and observing the response of the Indonesian people to anti-Japanese, anticipating all of the negative images such as the Malari incident in 1974. By doing this diplomacy, Japan hopes to restore and harmonize Japan with Indonesia (Departemen Luar Negeri RI, 2005).

Therefore, it is necessary to study the local foreign culture, based on that issue so that it can match the culture of one country with another. The Japan Foundation in Indonesia continues to develop, not only introducing Japanese culture to the Indonesian people, but holding cultural exchanges between countries. In addition, the Japan Foundation also provides cultural and language

training as well as a means to find the latest information about Japanese culture (The Japan Foundation, 2016).

#### **2.4. Programs of the Japan Foundation in Indonesia**

Besides providing various facilities to facilitate the process of cultural exchange, the Japan Foundation also organizes and plans activities that contribute to the introduction of Japanese culture and arts through lectures, exhibitions, film screenings, tea ceremony and flower arrangement courses, borrowing cultural equipment, etc. conducted at the Hall of the Japan Foundation. The Japan Foundation, Jakarta also conducts Japanese language courses for all levels of education (elementary, middle and high school) as well as the master level. This office also has library facilities that collect books related to Japan, a total of 19,757 books in Indonesian and Japanese languages, magazines - 1,904 Japanese magazines and audio-visual (video, CD, DVD) magazines. The library is open to the public with around 10,000 visitors per year (The Japan Foundation, n.d).

Not only to provide information or exchange language and culture directly by visiting the Japan Foundation, but also to make it easier for the public who cannot attend to learn about Japan. In addition, the Japan Foundation has several broadcasting programs through television and internet media, i.e. showing the Japanese teaching video “Erin's Challenge! I Can Speak Japanese” which is usually played through the Japanese TV channel, NHK and can be accessed online (The Japan Foundation, 2010). This program aims to create a fun learning atmosphere and understand Japanese more easily by using animated manga and eliminating the opinion that Japanese is difficult to learn. It is not only accessed via the internet, but in Indonesia itself, the Japan Channel has been present which

broadcasts about culture, technology and tourism in Japan in a program on one of Indonesia's private television stations. At the same time, this is an opportunity for the Japanese volunteers to know more about the culture, language and customs of the assigned country through exchanges with students, teachers, and the local community.

## **2.5. Cooperation of the Japan Foundation with Educational Institution in Indonesia**

Japanese language education is one of the program objectives of the Japan Foundation to provide information about Japanese language and culture. In the process of disseminating an understanding of Japan apart from a cultural approach, Japanese is an approach that can be easily accepted by society. Japanese language education programs in Indonesia are implemented in various activities such as education, seminars, courses or JLPT. Japanese language education launched by the Japan Foundation can be accessed by all groups, making it easier to disseminate and understand together.

Since 1989 until now, the Japan Foundation is the only source for new Japanese books. In addition to getting book donations from The Japan Foundation every year. Japanese students studying at UGM and teaching staff from The Japan Foundation often donate their books to the library. The Japan Foundation program in Indonesia is based on three main programs within the Japan Foundation. The first is culture: art and cultural exchange. second, Language: Japanese-Language education overseas. Third, Dialogue: Japan studies and Intellectual exchange. As well as programs from the Japan Foundation Asia Center. The Japanese Literature Department of FIB UGM collaborated with the JF Jakarta in holding the Dai 14

Kai Nihongo No Hi competition. In addition, the four students of the UGM Japanese Literature Department made achievements in this annual competition.

The Japan Foundation also provides support for Japanese language education abroad through programs open to the public, such as training for teachers and assistance to foreign organizations. This program aims to carry out mutual communication between Japan and other countries, enhance intercultural understanding and lay the right foundation for building an understanding of Japan from other countries. The activities of the JF in Indonesia include training Japanese language teachers, researching Japanese language textbooks, visiting experts (researchers, graduate students, librarians, curators), Japanese language skill test, speech competitions for secondary and higher education levels, Japanese language courses, and art and cultural exchange between the two countries.

Since 2014, the Japan Foundation has collaborated with the Ministry of Education and Culture in various programs, one of which is the education program. In addition, the Ministry of Education and Culture updated the cooperation with the JF which was signed by the Secretary General of the Ministry of Education and Culture, Suharti, in Indonesia with the Vice President of the Japan Foundation, Suzuki Masayuki. Therefore, this cooperation aims to improve the capabilities and skills of human resources through various practices and knowledge. The scope of this cooperation includes the promotion of Japanese language and education in Indonesia through providing support for Japanese language teachers and students, mentoring educators, developing and providing virtual Japanese language courses, as well as promoting artistic and cultural

exchange between the two countries through cultural arts performances, films, visual arts, and other activities (Kemdikbud, 2022).

In 2014, the Ministry of Religion initiated a cooperation with the Japan Foundation through the Director General of Indonesian Education and Director General of the JF, Ogawa Tadashi. There are two educational cooperations that have been carried out, namely Japanese language education at Madrasah and sending lecturers for training at the State Islamic Education College (PTKIN) to Japan. In addition, there is the Nihongo Partners program by sending teaching staff from Japan to several Madrasahs that have Japanese language lessons in Indonesia (Kemenag, 2014).

## **2.6. Cooperation of the Japan Foundation with Indonesian Government Agency**

Kyoto and Yogyakarta have established sister province partnerships that focus on arts and culture, education, tourism, industry and science and technology development (Mukti, 2013). The two cities have similarities in this field, so this is very appropriate to increase the potential of the two cities to become more developed and create a society that can compete internationally. The cooperation between DIY with Kyoto has been going on for a long time in the fields of education, arts and culture, that's what we are trying to explore. The cooperation that has been established between Japan and DIY in the field of education is with language development. The Japan Foundation has brought in linguists from Japan to develop Japanese language skills hosted by UGM Yogyakarta. Not only that, so far the cooperation has indeed been going on through student exchanges and cultural and artistic performances.



In 2019, the Japan Foundation held a meeting with the Governor of DIY, this was related to the development of the sister province program. The Governor of DIY initiated a cooperation with the Japan Foundation to support the relationship between Yogyakarta and Kyoto. Other than that, the language training carried out by the Japan Foundation which was facilitated by UGM was especially for students who focused on Japanese literature. Therefore, Sri Sultan Hamengkubuwono X, the Governor of DIY, expected on the initiative cooperation with the Japan Foundation in providing support for the Yogyakarta-Kyoto Sister Province diplomatic relations (Pemda DIY, 2019). Therefore, the Japan Foundation also held an art exhibition specifically for the local artists in the city of Yogyakarta to support the Yogyakarta-Kyoto sister city program by holding exhibitions held in Kyoto and in Yogyakarta until the visit of Sultan Hamengku Buwono X to visit Kyoto to attend several activities, including the Te-Collabo or Technology Collaboration exhibition as well as discussions on cultural cooperation (Khalida, 2021).

One of the cooperation activities between the JF and Indonesia can be seen in the implementation of Japanese culture which is currently being used as a means of diplomacy by the Japanese government as a step to carry out foreign policy smoothly and effectively. These activities are important to promote an understanding of Japan among the international community and to increase the impression and attractiveness of Japan, in addition to appealing directly to policy makers in other countries. The event that is directly supported by the Japan Foundation in Yogyakarta is Jogja Japan Week (JJW) 2010. The event with the theme "Sharing Similarities and Privileges in Culture " between the cultural cities

of Yogyakarta-Indonesia and Kyoto-Japan was held at Graha Sabha Pramana, UGM Yogyakarta. At that time, this event which is a form of appreciation from the people of Jogja for the cooperative relationship with the Japanese people that has been fostered for more than twenty-five years involves artists from both countries (Dinas Kebudayaan DIY, 2015).

In the cultural exchange of Japan-Indonesia, the Japan Foundation has succeeded in holding an exhibition entitled 'Japan Festival in Bandung 2009' in the Japanese-Indonesian cultural exchange. One of the events is Garibaba's Strange World which features collaborations between Japanese and Indonesian art performances. The performance can be said to be a success with a total of 2,100 visitors. This program has the goal of introducing Japanese culture but also creating experts in the field of Japanese, so that the Japan Foundation is able to empower the people of Bandung without the need to send experts from Japan (Telkom Univ, 2014).

The Japan Foundation also participates in the sister city cooperation activities of Bandung-Hamamatsu which has signed a Letter of Intent. Technologies such as Smart City have also been developed by the Japan Foundation and lead to the culture of the city of Hamamatsu in Japan. At that time, even though the sister city collaboration between Bandung - Hamamatsu was just running, the development of Japanese culture in Bandung was very significant. In 2007, the Japan Foundation held several events through universities and communities in Bandung. This development was responded with the sister city program in 2013 which focused on the cultural sector in accordance with the Letter of Intent. The inclusion of the sister city program is able to assist the Japan

Foundation in conducting cultural collaborations in the city of Bandung (Bandung News, 2018).



## CHAPTER III

### ANALYSIS OF PUBLIC DIPLOMACY STRATEGY OF THE JAPAN FOUNDATION TOWARDS INDONESIA IN TERMS OF THE THREE DIMENSIONS OF PUBLIC DIPLOMACY

#### 3.1. News Management

The dimension of news management is that a country has a strategy to regulate the communication of daily issues to be able to coordinate or support the traditional diplomatic activities by providing support to non-government audiences, in addition to the government, the masses and the elite. The target audience is journalists (audience to ask questions), local audiences, foreign residents who are interested in related issues, enemies (an interesting thing because indirectly, rivals will know the indications of a country's intentions by only watching on television at the same time where the state conveys the message), and finally the troops.

In its distribution, the use of radio, television, print media and online media to be disseminated to local or national audiences only. However, it would be even better if the news spread through TV, radio, and printed media was heard in other areas. It is because it is difficult to control the news circulating in the media which gives a narrower point of view and when the news is spread abroad it will get narrower (Leonard, 2002).

However, the Japan Foundation does not disseminate issues outside of Indonesia's domestic sphere. Therefore, this institution was formed to spread the issues in Indonesia such as employment and human development issues, which

will have an impact on the diplomatic relations between the two countries. As The Japan Foundation stated how they disseminate information in 2003:“...The dissemination of information about Japan can be done through publications about Japan; speeches delivered by Japanese diplomats; appearances or articles in the local media; press release; organizing events to introduce Japan; invitation of foreign reporters to Japan; dispatch of Japanese delegates to international symposiums and conferences which can influence international public opinion; and supply of printed matter and audiovisual materials in foreign languages” (Thu, 2013). It can be concluded that the outreach of domestic press strategy carried out by Japan in Indonesia through The Japan Foundation is considered successful because this institution in addition to be a 'bridge' for foreign correspondents to obtain information.

### **3.2. News Management Strategy of the Japan Foundation in Indonesia**

#### *3.2.1 Information Access to the Press and Mass Media*

In terms of mass media, the Japan Foundation also regularly invites the press or television or news media to cover activities or events they hold. As well as when the Japan Film Festival (JFF) event was held in 2018, it has been covered by several mass media, one of which is Metro TV, which also broadcast a special Japanese channel in 2012 called Channel Japan. The press does not only cover about culture, but it can also cover and address human development and the activities of the Japan Foundation in assisting disasters in Indonesia, one of which is the one covered by the latest Makassar News (accessible via [makassarterkini.com](http://makassarterkini.com)). The coverage included rebuilding schools, public and

health facilities in Central Sulawesi, as well as a donation of Rp. 550 Million (Lopi, 2019).

**Figure 3.1 Reports of Japan Film Festival (JFF)**



**Source: Metro TV News, 2018**

In the explanation above, the researcher can see that the access to mass media and social media channels carried out by the Japan Foundation is quite open as well as disseminating the information is quite reachable to the public. The last activity is providing access for the public and mass media, where there are many media used by the Japan Foundation to publish the latest information, as well as activities that are being or will be planned to the wider community. The utilization of social media makes it easier for the Japan Foundation to disseminate this information, as well as the ease with which the press or mass media could be able to access the information or participate in the activities organized by the Japan Foundation. It will describe the distribution of information to the wider community through several social media and mass media in the next paragraph.

**Figure 3.2 Display of Official Website of the Japan Foundation**



**Source: The Japan Foundation Jakarta Official Website, 2022**  
<http://www.jpjf.or.id/id/>

The Japan Foundation has its official website where all of the information, programs, and registration can be accessed through their official website. The website provides various information which is divided into several features i.e. Main Page, About Us, Application Form, Our Information, and Contact. The researcher observes that the Japan Foundation provides sufficient assistance in the Application Form by providing three language options namely English, Japanese and Indonesian as well as an explanation of the program that requires an application form. The Japan Foundation also provides transparency of information and the activities they carry out every year with an Annual Report which can be downloaded in two languages, English and Japanese.

**Figure 3.3 Display of the Official Instagram of Japan Foundation Jakarta**



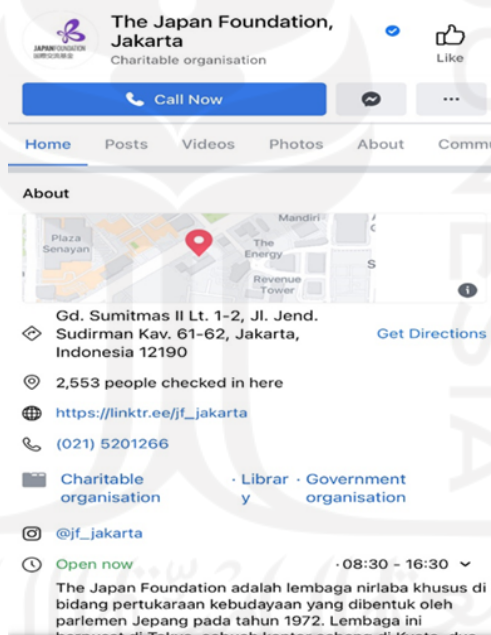
**Source: Official Instagram of the Japan Foundation Jakarta (jf\_Jakarta) in 2022**

From the explanation above, it can be said that The Japan Foundation strives to provide easy and simple access for the public to find out various information about The Japan Foundation through its website. Furthermore, social media that uploads a lot of information and event publication activities is the official Instagram from The Japan Foundation Jakarta, which based on the observations of this official Instagram writer, is very active in updating activities and publications of events. In fact, there are a total of 2,190 photo uploads in the official Instagram of Japan Foundation. The publication of an event is not consistently initiated by The Japan Foundation event, but there are several schools or universities with Japanese-themed events where The Japan Foundation will cooperate to publish it.



Therefore, it can be seen from the number of followers on this official Instagram, which is approximately 72,600 Instagram accounts, which validates that many people are interested in events and activities that will be held by The Japan Foundation. Through this Instagram account, the Japan Foundation not only publishes and disseminates information but the Japan Foundation also uses the live Instagram feature to document its activities directly. As a result, individuals who cannot attend the event can continue to follow the activity virtually until such time as the event is completely finished.

**Figure 3.4 Display of the Official Facebook of Japan Foundation**



**Source: Official Facebook of the Japan Foundation in 2022**

The Japan Foundation also has an official Facebook account named the Japan Foundation Jakarta, where this account has 149,615 people who liked the account as the account with 152,547 followers of this official FB account. This FB account also has the same active link and dissemination of information and

publications as previous social media. However, this Facebook account uploads more photos of activities, videos of activities, and captions that are more attractive and friendly than the previous social media. Even in replying to the comments column, The Japan Foundation also tries to be responsive and also provides more information or connects it to their official website for more information. This makes the researcher conclude that the JF provides reachable access to the public.

It can be seen that the Japan Foundation makes it effortless for the public to access information about the activities and publications related to Japan through their various social media. It can also be seen from the number of followers of the Japan Foundation's social media accounts. However, this can be seen from the many comments fields that are filled in related to the events they publish. There are also many people who are enthusiastic about the event that will be held by the JF.

### **3.3. Strategic Communication**

Strategic communication is a strategy of a state to carry out branding and campaigns in other countries to promote their country as an open and friendly country and avoid critical opinions through the public. In this case, Japan has cultural resources that attract a lot of attention from various circles. The branding is carried out by spreading the Japan Brand Program to attract the interest and attention of the general public in the fields of contemporary culture and technology, as written in the Diplomatic Blue Book of Japan:

“...MOFA is implementing the “Japan Brand Program” to promote diverse attractiveness of Japan from craftsmanship aiming at a fusion of tradition and

present-day to advanced technologies, through lectures and workshops by specialists dispatched from Japan. This program is meant to pave the way for international exchanges” (Diplomatic Blue Book, 2016).

The promotions carried out by Japan through the Japan Brand Program are increasing the promotion of their country by instilling an understanding that Japan is an advanced country in terms of technology and industry as well as a country with a tourism orientation. Thus, to facilitate this promotion, Japan conducted a relaxed visa in Southeast Asia, which in 2014 reached a record high of more than 13 million foreign visitors to Japan (Diplomatic Blue Book, 2015). Moreover, Japan is not only utilizing the Japan Brand Program to attract public attention, but MOFA also does three strategies for the public who are less interested in Japan, such as (1) providing interesting information related to Japan, (2) promoting technology, experts and how to live in Japan, and (3) serving "one stop service" where all information related to Japan can be accessed and obtained easily (Diplomatic Blue Book, 2016). One of the other strategies used by The Japan Foundation is to develop modern cultures such as anime, manga comics, fashion, pop music, and food, occupying an important role in Japanese cultural activities at the international level. These activities are closely related to trade policies, such as protection of intellectual property and participation in international festivals.

However, culture is becoming increasingly directed towards economic and diplomatic goals under the slogan "Cool Japan" to increase Japan's export commodities, and convey a friendlier image of Japan abroad with the main target being Asia (JNTO). This policy is not only implemented through government

actors such as Prime Ministers and other Ministers, but also through individuals or international organizations. The Ministry of Foreign Affairs of Japan cooperates with the Japan Foundation which is an institution under the Japanese government located in various countries where one of its duties is to bridge the publication of Japanese culture in various parts of the world. By doing so, the Japan Foundation can have the capability to increase the effectiveness and efficiency of modern culture to strengthen Japanese intellectual property because it is easy for various cultural activities to be acceptable in the society.

Japan with the Cool Japan brand which is synonymous with cute idols, anime and pop music is expected to be able to coexist with the dark image of the former Japan which was more nationalistic which aims to normalize its military status. In addition, this branding is expected to be able to reinterpret in a peaceful way the history of the war, and increase the sense of interest and interest in buying an item from a Japanese product or brand (Snow, 2016). At the same time, it will boost Japan's economy and promote its own country.

According to the data that the researcher collected, this dimension sees that the national identity of a country will influence the customer's decision in selecting goods and services, which means that Japan with Cool Japan and the Japan Brand Program succeeded by 96% in attracting the Indonesian people. This can be seen in terms of quality, Japan as one of the countries that can be trusted in terms of the quality of goods produced and the innovation of goods circulating in the community (Liputan 6, 2014). Therefore, this is included in the aim of

Japanese public diplomacy, namely helping to present Japanese culture abroad and promoting cultural exchange with foreign countries.

In 2013, the Prime Minister Abe took the initiative to revitalize Cool Japan. This is driven by several factors, one of which is the need for tourism promotion with a tourist target of reaching 40 million tourists and gaining international recognition, building cross-country relations by utilizing Japanese popular culture and the media to attract potential tourists to experience the richness of Japanese culture. This nation branding, has a short name and easy to repeat pronunciation so that the message to be conveyed is that Japan is a 'cool' country with a variety of unique cultures, so that it can be conveyed to the target audience and influence the decisions of prospective buyers of goods and services as well as tourists.

In addition, Cool Japan creates not only opportunities for Japanese companies to promote their goods and culture on a larger global scale including Indonesia but also creates new jobs in Japan, which will require a large workforce. In Indonesia, Cool Japan already has a channel or Japan Channel in the form of Digital Comics (in collaboration with PT. Gramedia) and a Japanese Television Channel in 2014, which helps Japanese public diplomacy in spreading its branding in Indonesia. The Japan Foundation in Indonesia continues to develop, not only introducing Japanese culture to the Indonesian people, but also holding cultural exchanges between countries. In addition, the Japan Foundation also provides cultural and language training as well as a means to find the latest information about Japanese culture.

### **3.4. Strategic Communication Strategy of the Japan Foundation in Indonesia**

#### *3.4.1 Symposium*

In this symposium, there were different issues that were brought up in 2015 at the New Partnership Indonesia and Japan symposium held by the Ministry of Economic, Trade, and Investment (METI) in Jakarta. This symposium discussed the importance of collaborating with Japanese companies in terms of improving human development and developing new innovations as stated by Tatang Akhmad Taufik, Deputy Chair of the Agency for the Assessment and Application of Technology (BPPT). Besides that, not only on the issue of human development, but also in the symposium the Japanese government conveyed about technology, energy development and education for Indonesia so that it can cooperate through people-to-people exchange. In addition, at the same time, the Joint Statement has been signed between Indonesia and Japan.

**Picture 3.5 Brochure of Symposium on Indonesia-Japan Held by METI in Jakarta**



**Source: Symposium on Indonesia-Japan New Partnership in 2015**

### 3.4.2 Conference

One of the public diplomacy activities in the Japan Foundation is a conference, but there were not as many conference events organized by the Japan Foundation as the previous seminar activities. However, the researcher found an international conference held by The Japan Foundation related to Japanese language education and the importance of the Japanese language in the economic field. In this conference, many discussed the government policies in the form of developing the investment climate as well as increasing competition in the labor market after the implementation of the ASEAN free market in early 2016, and FDI (Foreign Investment) as part of restructuring and economic rehabilitation which became a challenge that must be addressed. The conference was attended

by researchers, teachers, Japanese language education experts from around the world, totaling around 1,000 people and is expected to be a good space for all participants who have written essays on Japanese studies (JF, 2016).

**Figure 3.6 International Conference Publications**



**Source: Official Facebook of the Japan Foundation, 2016**

However, in this conference it can be underlined that in the Southeast Asia region, Indonesia is the second country in the world to experience an increase in the number of language education students and interest in Japanese studies. It is hoped that this will act as part of a strategic partnership that is oriented towards the creative, humanist efforts of the Japanese language learning process, and to stimulate the learning actors involved in it. In addition, this conference also has three objectives, i.e. strengthening the relationship between participants in the field of Japanese studies to build networking, and then offering the opportunity to explore various researches around the world with the aim of gaining new knowledge and broadening the vision. The last is to discuss the careers by sharing



practical information, which can be helpful for the nominations and career paths of the participants.

From 2008 to 2013, the Education Office and the Indonesian Culture Office recorded around 800 people from 3,760 scholarship recipients from Indonesia spread throughout the world who studied in Japan. Moreover, Japan carried out diplomacy with Indonesia to show Japan's ability through The Japan Foundation, especially in spreading the Japanese language in Indonesia. Another interesting fact is that Indonesian students studying in Japan dominate scholarship facilities from the Indonesian government.

#### *3.4.3 Seminar*

This seminar activity is one of the strategies undertaken by Japan to establish long-term relations with Indonesia and reciprocal relations. Through seminars, the Indonesian public can find out about issues from the Japanese point of view, so that when they see a similar issue, it will be in line with Japan's point of view in dealing with the issue. In this seminar activity, Japan through The Japan Foundation visited figures or experts in their fields to help strengthen and provide support for the seminar. As MOFA's 2016 statement put it:

“MOFA invites influential experts and media personnel from around the world, providing them with opportunities to exchange opinions with government officials and others and to visit various places of Japan. Furthermore, Japan sends Japanese experts abroad while providing and bolstering support for holding Japan related seminars.” (Diplomatic Blue Book, 2016).

Moreover, JF brought in competent speakers from their fields as well as speakers directly from Japan related to seminar issues, making the seminar strategy in establishing long-term relationships and reciprocal relations between the two parties run well. This seminar is also held every month, which ends with a question and answer session and discussion with visitors who attend. Every year, the Japan Foundation holds a seminar entitled Japan Internship Seminar under the direct supervision of the Ministry of Economy, Trade, and Industry (METI), to get more information about how to find job opportunities in Japan (METI, Japan).

**Figure 3.7 Publication of Japan Internship Seminar**



**Source: Official Facebook of The Japan Foundation, 2017**

This seminar activity is carried out to establish long-term and reciprocal relationships, which through the seminar can help the Indonesian public to get great opportunities to learn foreign business strategies in Japanese business and to acquire skills and expertise from Japanese companies. The author considers this activity successful because, in 2018 the number of Indonesian workers in Japan

was 2.8% (41,586 people). This percentage has increased by 21.7% from the previous year (Suki, 2018). It can be concluded that more and more Indonesians are working in Japan every year.

Nonetheless, it can be seen that Japan utilizes highly skilled foreign professionals to participate in overseas expansion or create innovations with new perspectives, which can be attributed to strengthening the competitiveness of Japanese companies themselves. However, Japan also builds networks and develops with overseas universities which aims to secure highly skilled foreign professionals to be able to work in Japan, as it is known that Japan is currently experiencing a productive age crisis. Therefore in 2017, the number of people aged over 65 years reached an all-time high of 27% and is expected to increase to 40% by 2050 (BBC News, 2018). As it can be seen from this data that the number of professionals in their productive age will be in great demand in the future.

### **3.5. Relationship Building**

This dimension is one of strategies in public diplomacy activities carried out by the Japan Foundation in the period 2012-2017. The relationship building dimension has the goal of building long-term relationships by emphasizing individuals through programs such as cultural and people to people exchange, training and scholarship. In addition, building real and virtual networks and providing access to media channels are also part of building long-term relationships.

Leonard understands relationship building and the need for forms of direct involvement from the state and non-state actors in the exchange of ideas. This can

be done in various forms with the assumption that activities that involve actors directly in the exchange of ideas and cultural values will be able to foster better empathy for each participant. In the long term, such projects foster better relations between countries. Communication technology has indeed provided a much better opportunity for everyone to share ideas and grow better knowledge with one another. However, mass media and social media cannot always be a perfect bridge because social media has limitations in delivering messages. Therefore, the need for dialogue that is carried out directly through specific exchange projects is believed to be able to better foster mutual understanding and even eliminate stereotypes.

The activity that is mostly done by this relationship building is international educational exchange. Referring to the concept of Hugh M. Jenkins, international educational exchange is a framework of cooperation involving two or more members, students, educational institutions as well as government and private institutions that provide educational funds (Lima, 2007). In relation to public diplomacy, the international educational exchange is one way to improve the country's positive image by providing opportunities for young people from other countries to see and communicate directly in scholarship-providing countries. Thus, they can come into direct contact with the political systems, cultures, and values of people from different countries. This kind of exchange can also avoid the prejudice that arises between two communities who have never met in person, where the images that are built in their minds are only images framed by the media or third parties that are full of personal interests.

In this dimension, it is necessary to have direct and personal meetings and this dimension will also explain the image of a country which in the future will become a reciprocal relationship carried out by the government with these figures. It is important for this dimension to not only develop relationships but ensure that the experiences taken are positive as well as similar motivations and ideas so that in the future they will influence individual actions when discussing a particular issue.

Moreover, Japan carried out diplomacy with Indonesia to show Japan's ability through the Japan Foundation, especially in spreading the Japanese language in Indonesia. Another interesting fact is that Indonesian students studying in Japan dominate scholarship facilities from the Indonesian government. From 2008 to 2013, the Education Office and the Indonesian Culture Office recorded around 800 people from 3,760 scholarship recipients from Indonesia spread throughout the world who studied in Japan.

### **3.6. Relationship Building Strategy of the Japan Foundation in Indonesia**

#### *3.6.1 Cultural Exchange*

The Japan Foundation as a special non-profit institution is dedicated to handle Japanese cultural and educational exchanges, in establishing long-term relationships using cultural exchanges with Indonesia and getting reciprocity by bringing in several figures and even having brand ambassadors in Indonesia. Cultural exchanges that are usually carried out by the Japan Foundation are through cultural performances, music and film festivals which are held every year. In holding cultural and musical performances, such as the Japanese Film Festival

(JFF), the event has been held in several regions in Indonesia, such as Jakarta, Bandung, Makassar and Yogyakarta since 2016.

The Japan Foundation also frequently invites Indonesian and Japanese figures and celebrities, who are experienced in their expertise to participate in the event. In conducting data searches, it can be concluded that the Japan Foundation has carried out many strategies for cultural exchange activities in Indonesia. This is in accordance with the statement of the Director General of the Japan Foundation, Tsukamoto: “..The Japanese Film Festival is promoting our diverse film culture. While Japanese anime is very popular among young Indonesians, we need to make more effort to introduce other film genres that showcase the different aspects of Japan...” (Mulia, 2016).

This cultural introduction is still part of Cool Japan's branding, which will increase Japan's intellectual property, while promoting Japan as a tourism-oriented country. Therefore, anime like *Doraemon* became the ambassadors of Japanese Anime. Accidentally, the spread of *Anime* and *Manga*, apart from being a means of spreading Japanese culture, is also a tool for hegemony, spreading nation branding, and cultural domination for Japan in other countries. Through this festival, the Indonesian people indirectly become accustomed to see how Japanese people live their lives, their habits and the culture attached to their daily lives.

This is the attachment for the 2016 Japan Film Festival (JFF) publication poster and the atmosphere where the JFF takes place:

**Figure 3.8 CGV in Makassar as the location of JFF**



**Source: Japan Film Festival in Makassar, 2016**

<https://m.republika.co.id/amp/q1m1fr328>

The Japan Foundation also has a Japan Cultural Week program which is held for one full week located at The Japan Foundation's office, Jakarta, to introduce Japanese culture to the people of Indonesia. This annual event consists of various cultural introduction events, both modern and traditional. The traditional cultures that will be introduced this time include the introduction of *Igo* (Japanese chess), *Chanoyu* (Japanese tea ceremony), *Kimono* demonstration and *Ikebana* exhibition. Modern culture that will be presented is an exhibition and workshop on Japanese food illustrations, jazz performances by Fontana Folle, and introducing Japanese food.

In an online news interview, Deputy Director of The Japan Foundation Jakarta, Daisuke Kato explained in a discussion how important the Japanese language is in the world of work at the beginning of the opening of Japan Cultural

Week which was attended by high school and vocational students of Jabodetabek. Here's Daisuke Kato's statement:

"Japanese is one of the components that is still considered important for Japanese companies and companies that have links with Japan. There are still many people who are pessimistic about majoring in language in general, and don't know whether studying Japanese can support a career? Through this discussion, we would like to broaden our horizons that mastering a foreign language can have broad benefits and lead us to achieve our goals," (Berita Satu, 2019).

Quoted from the statement, the researcher believes that Japan Cultural Week does not only introduce culture, but also leads participants to learn Japanese because it is considered important in the world of work, especially those related to Japan. As we know, in Indonesia, there are quite a number of Japanese companies with 1,500 companies in various employment sectors, such as automotive, technology, manufacturing and infrastructure, which will have an impact on increasing interest in learning Japanese in the future. Most of the festivals held in Japanese use the Japanese language which engages the public to find out the meaning of the language.



**Figure 3.9 Publications and series of events of Japanese Cultural Week**



**Source: Nippon Club in 2018**

In addition, cultural exchange through individuals or people to people is at the center of Japan's vision for foreign diplomacy and international development. This led to Prime Minister Shinzo Abe's decision to launch the JENESYS (Japan-East Asia Network of Exchange for Students and Youth) programs in 2007

and JENESYS 2.0 in 2013, both of which made a positive impression on Japan in Indonesia. More than 70% of Indonesians have a favorable view of Japan in the 2014 BBC survey, so this program is expected by both parties to be an effective program to exchange culture and language and increase mutual understanding.

According to the researcher, Indonesian people are familiar with Japanese culture and daily habits, this will affect the lifestyle of the Indonesian people themselves. Therefore, the Japan Foundation, in this dimension, targets a sustainable relationship that is built with the Indonesian people, after holding various festivals as previously described. In Japanese Cultural Week, Indonesians will be introduced to *Kimono* and *Yukata* which are traditional Japanese clothes. *Kimono* is a Japanese formal outfit, while *Yukata* is a Japanese summer dress. Even though they look similar, there are many differences between the two outfits. In addition, the Japanese dishes that are well-known abroad, such as *Sushi*, and the familiarity of Indonesian people with traditional Japanese foods such as *Sushi*, are served at the Japanese Cultural Week.

### 3.6.2 Training

In the training section, it can be analyzed that there is a reciprocal relationship between the two countries through language application training and Japanese speaking practice. The training provided by the Japan Foundation will be related to the scholarships described in the scholarship indicators section. In addition to promoting Japanese government scholarships (*Monbukagakusho*), The Japan Foundation also has a program to study Japanese for Asian students, scholarship recipients will take Japanese language preparation courses and several

other courses for approximately seven months at the Japan Foundation, Japan-Language Institute, Kansai, Osaka, Japan (Murti, 2005). Training at The Japan Foundation, also intended for prospective Careworkers who have successfully entered the training stage before leaving for Japan, are required to attend Japanese language pre-training at the P4TK Bahasa conducted by The Japan Foundation, Jakarta (BP2MI, 2017).

According to the data collection conducted by the Japan Foundation every three years, in 2015, there were several countries that had the highest interest in learning Japanese with more than 100,000 people, namely: China (953,283 people), Indonesia (745,125 people), Republic of Korea (556,237 people), Australia (357,348 people), Taiwan (220,045 people), Thailand (173,817 people) and the United States (170,998 people). In addition, Indonesia places the second rank in Japanese interest in language and more Japanese language courses are being offered by various private parties as well as being included in the foreign language learning curriculum at Indonesian Senior High Schools. At first, many people who are interested in learning Japanese are only interested in watching anime, but after mastering Japanese, interest in other Japanese cultural products will emerge and increase their enthusiasm for learning Japanese.

In 2014, The Japan Foundation opened a Japanese language course called JF Language which is open to the public for adults and children (JF Language Courses). This course provides a level of proficiency in Japanese and the training will be taught by native Japanese and Indonesian citizens who have sufficient qualifications to teach this course. In this course, there are various events prepared

to experience Japanese culture such as music, film, art and cuisine, the latest information about Japan, and cultural exchange programs outside the classroom. So that through these cultural experience activities, JF language course participants can broaden their perspective on Japanese culture and can understand culture comprehensively.

JF Language Courses gained a satisfactory response in its teaching program, as expressed by one of the parents named Yudhis who enrolled their child in JF Language Courses: “...this activity is a means to broaden Yudhis' horizons, as well as to train his independence. From the beginning, Yudhis did this activity himself without us; he really waited for the days of learning Japanese too.” (AAR, 2013).

**Figure 3.10 Learning Atmosphere at JF Language Courses**



**Source: Rumah Inspirasi, 2013**

By holding courses for various ages, the researcher believes that the more participants who are under the age of Yudhis, the easier it will be for the Japan Foundation to incorporate Japanese culture, so that the thoughts generated by the

course participants will tend to be positive and Japanese language activities will become more enjoyable and these activities are worth the wait. Therefore, if the participants who take the course already have their own thoughts on Japan, they will indirectly compare it with the current reality and try to understand the issue from the Japanese point of view.

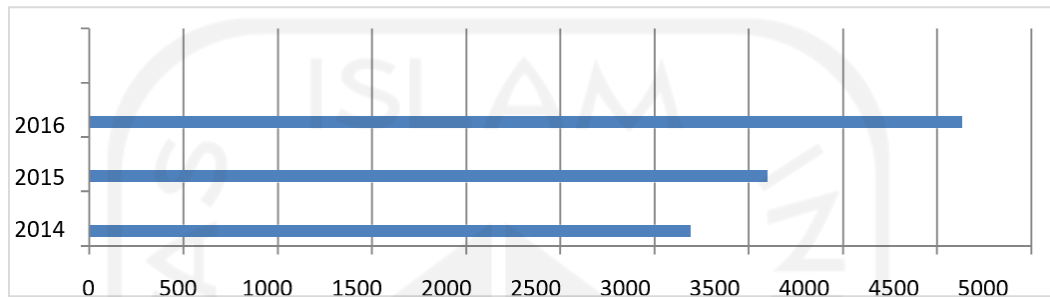
### *3.6.3 Scholarship*

In this case, the task of the Japan Foundation is promoting the scholarship program established by the Japanese government in Indonesia. The scholarship provided is one of the scholarship programs from the Ministry of Education, Culture, Sports, Science, and Technology (MEXT) which is specifically designed for teaching staff to improve the quality of their teaching. However, the Japan Foundation itself also has an intellectual exchange program, the Japan Foundation Japanese Studies Fellowship Program with the same basic qualifications, which must have qualifications, one of which is a Japanese Language Proficiency Test (JLPT) certificate at least Level 2/N2 (MEXT, 2018).

According to Mark Leonard in his book *Public Diplomacy* in 2002, relationship building would be better done if the scholarship program has increased continuously every year with increasing funding allocations, where according to the data the researcher found that in 2017, Indonesia has reached the sixth rank as the largest foreign student in Japan with a total of 4630 students, below the number of China, Vietnam, Nepal, South Korea, and Taiwan with a total of 4630 students, below the number of China, Vietnam, Nepal, South Korea,

and Taiwan (PPI, 2017). This number continues to increase from the previous year, as shown in the chart below:

**Chart 3.11 The Number of Foreign Students in Japan in 2014-2016**



**Source: Indonesian Student Association, Japan in 2017**

After returning to their homeland, the participants will have different views on Japan, especially on Japanese people. The politeness, hospitality, and perseverance of the Japanese have given a positive image to the participants in the scholarship program and exchange program. The participants did not recognize that Japan had colonized Indonesia, as well as the *Jugun Ianfu* phenomenon, and the widely circulated image that Japanese people are stingy and arrogant in sharing knowledge, as well as other issues. This does not mean that they do not know the history of the nation, but that they receive it only as knowledge.

According to the researcher, this activity succeeded in creating a similar view to Japan, where one of the scholarship recipients named Rizal explained his deepening interest in the Japanese language, as follows:

“Outside of the academic life, Japanese people almost certainly use the local language. They do not care about strangers though, there seems to be no guilt on their faces when foreigners are confused because they do not understand what they are talking about. That's the reason, until now, God willing, I still survived to join the Nihongo class. It is very interesting to speak in their local language!”

It can be seen from Rizal's description that the life in Japan is very challenging for him because everything that has never been done in Indonesia will be the opposite in Japan. Rizal is also used to the differences in academic language and Japanese everyday language, as well as cultural adjustment in Japan which is not easy but Rizal tries to adjust. It can be concluded that the scholarship activities will affect the diplomatic relations of the two countries, as well as benefit both parties. Therefore, they could be able to exchange knowledge and culture between the two countries.

**Figure 3.12 Publication of MEXT Scholarship and Japanese Language Exchange Program**





Source: ITC Indonesia, 2018 & Official Facebook of Japan Foundation, 2019  
Accessed in <https://itc-indonesia.com/4373-2/>

#### 3.6.4 Building the Real and Virtual Network

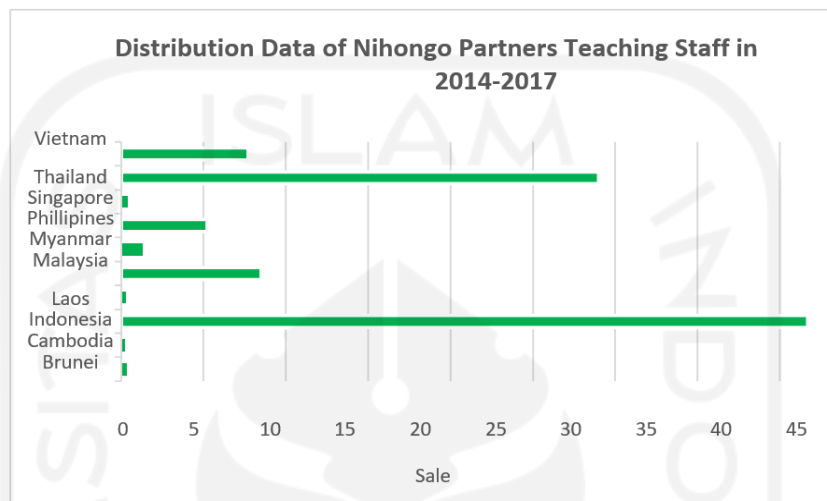
The next dimension is building the real and virtual networks. This effort is important because it relates not only to develop relationships but also to ensure that the experience that the target takes is a positive experience and there is a follow-up after that. For example, when a student gets a scholarship in one country, then they will know and understand why that country has taken a certain action, so they will see the good and bad sides of the country so that their perspective will be more complex (Leonard, 2002).

In this dimension, face to face meetings are needed, where one of the Japan Foundation's programs, namely Nihongo Partners, becomes a program that produces real relationships between the two parties. In the period 2014 – 2017, the



NP program has sent approximately 1,500 of its citizens to be placed in secondary schools throughout Southeast Asia, with the distribution data as follows:

**Chart 3.13 Distribution Data of Nihongo Partners Teaching Staffs in 2014-2017**



**Source: Asia Center, the Japan Foundation, 2019**

According to the data above, Indonesia ranks first as the country with the most Japanese teaching staffs, with a nominal 417 Japanese teaching staffs, followed by Thailand, with a nominal 280 Japanese teaching staffs. According to the 2015 Survey on Japanese-Language Education Abroad conducted by the Japan Foundation, Indonesia is the second country in the world with 745,125 people studying Japanese (Japan Foundation, 2015).

The aim of public diplomacy through the Nihongo Partners program in Indonesia is to increase the promotion of a country-oriented tourism sector with the aim of attracting 20 million foreign visitors. However, Japan also hopes for a deep understanding and has a similar understanding with Indonesia, this is related

to facilitating the Japan-Indonesia Strategic Partnership, to increase individuals who study Japanese and interest in Japan (Japan-Indonesia Joint Statement, 2017). As a result, this can increase the presence of Japan in the international community to increase understanding of Japan among foreign nationals which shape the public opinion and policy making and make a positive image of Japan in Indonesia.

Nihongo Partners utilizes various media to make learning Japanese more interesting in the classroom, many of the volunteers also use anime videos as a two-party learning tool. As stated by Nakamura, a volunteer stationed in Sidoarjo, East Java:

“... It was a great experience to watch the reactions of students and adjust lessons accordingly, to address issues the best I could. For example, one of the topics I would have my students write on was "Ways to ask a girl for her email address". I also had my students memorize scenes from dramas and anime in Japanese. Their reaction to a promotional video by Ichikawa Ebizo, a Japanese kabuki actor, was quite good. They also liked the more action-oriented variety shows because Takeshi's Castle (a variety show broadcast in the late 1980s with viewer participation) was popular in Southeast Asia.”

**Figure 3.14 Nihongo Partners Activities**



**Source: Instagram #NihongoPartners, 2019**

The existence of the Nihongo Partners program has an impact on many schools that find it helpful in the learning process in the classroom. The students feel enthusiastic about learning Japanese. There are also several schools in Indonesia that have had the opportunity twice to receive these 'partners' from Japan. The following is the statement of Ni Kadek Bella Anjani as a student at Saraswati Tourism High School Klungkung, Bali: "...My impression of sensei Ayana Kiyami is very interesting, it makes me more enthusiastic about learning, and can practice Japanese, especially in terms of vocabularies and dialects..." (SMA Pariwisata Saraswati, 2016).

Therefore, it can be seen that the Nihongo Partners program can build a real relationship between two publics from Japan and Indonesia, where the two parties have a closer relationship. This occurred for six months, both parties i.e. volunteers or partners and students, and the school always have regular meetings

and learn from the culture of each other's countries. In addition, this program also indirectly promotes Japanese culture and tourism and the exchange of information between the public. The Nihongo Partners program left a positive impression among volunteers and the Indonesian public and increased understanding between the two parties.



## **CHAPTER IV CONCLUSION**

### **4.1 Conclusion**

The conclusion of the analysis is how the Japan Foundation in Indonesia's public diplomacy strategy is carried out using three strategies: News Management Strategy, Strategic Communication Strategy, and Relationship Building Strategy. The first strategy, the news management strategy, apart from being a provider of information, can also be a source of inspiration for everyone who hears or reads it. This also encourages individual diplomacy actors, not only diplomats but also non-state actors and even individuals because communication technology has provided them with wide enough access. Every individual and group has the opportunity to contribute to the reputation of their country through various forms which can be found in the form of official speeches or news in the mass media and press releases. Therefore, the Japan Foundation is a forum for the information the Japanese government provides through access to the press and mass media, such as the official JF website, the official Facebook, and the official Instagram of the Japan Foundation.

Then, based on the number of followers, comments, and links that are creatively listed on each of their social media, it can be seen that Japan has a positive impression on Indonesian society. This was successfully carried out based on enthusiasm for the event to be held and the absence of hate speech from the Indonesian people on social media of the Japan Foundation. The next dimension,

namely the strategic communication strategy carried out by The Japan Foundation, is more about instilling the country's branding.

This is due to the Japan Foundation which was established in Indonesia to form a positive opinion of the Indonesian public towards Japan. This can be seen in various activities such as symposiums, seminars, conferences, and festivals. With this activity, it will be easier for the Indonesian public to understand and recognize Japanese culture. The branding is carried out with an Indonesian-Japanese public approach. In addition, there is Cool Japan as a branding that leads to the economic sector by using modern Japanese cultural facilities such as anime, songs, food, and so on. For example, the Japanese dishes that are well-known abroad and the familiarity of Indonesian people with traditional Japanese foods such as Sushi.

Therefore, Japan in this case can fulfill three of the four objectives of diplomacy, namely to increase the knowledge of the Indonesian people about Japan in terms of culture, build a positive image and lead other parties to see an issue from the same point of view. Then in every activity in writing that is researched, there are many activities that involve the community to interact in the fields of education, tourism or Japanese culture so that it can be directly understood and create strong relations between the two countries.

The last strategy is the Relationship Building Strategy.. In this dimension there are several activities in building long-term relationships between Japan and the Indonesian public, such as training and scholarships. In scholarship activities, the Japan Foundation is a forum for information about the scholarships to be held

by the Japanese government, as well as being a Japanese language training center before prospective scholarship recipients go to Japan. With this activity, it will make it easier for the Indonesian public to understand and recognize Japanese culture and increase Japan's chances of being able to achieve the target of migrant workers as workers in their country of 300,000 people by 2024. This is intended so that in the future it will cover the labor shortage that occurs in Japan because of the demographic issues that are dominated by the elderly population.

From the explanation above, we could see that Japan has already fulfilled three dimensions of public diplomacy in building mutual understanding through the Japan Foundation in Indonesia. Based on the three dimensions, a network and building common goals between Japan and Indonesia makes it easier for them to achieve their goals. Even the Japan Foundation also showed that they have the ability to build a positive image through scholarship, language and cultural exchange as well as training.

#### **4.2 Recommendation**

Based on the conclusions of the study, there are several recommendations from the researcher as follows:

1. Cultural and Language Centers such as the Japan Foundation can be an instrument for the countries to carry out their public diplomacy with other countries. Therefore, these institutions can also be easily accepted by the

public due to these institutions utilizing interesting activities and easy access to information to seek further information.

2. For further research, the researcher expected that there will be continuity of research, such as the research related to Japan's interest and motives in Indonesia through the Japan Foundation.





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