

THESIS

**The Effectiveness of Cultural Diplomacy on Indonesian
and Japanese Relations**

**(Case Study: the Influence of JKT48 for Promoting
Indonesian and Japanese Culture)**



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Bismillahirrahmanirrahim

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**THE EFFECTIVENESS OF CULTURAL DIPLOMACY ON INDONESIAN AND
JAPANESE RELATIONS (THE INFLUENCE OF JKT48 FOR PROMOTING
INDONESIAN AND JAPANESE CULTURE)**

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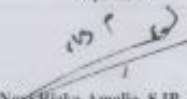
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MOTTO

“Usaha keras itu tak akan mengkhianati”

**“It’s okay to fall 99 times. You only have to get up
100 times”**

DEDICATION

I dedicate this work to:

Allah SWT, the only one God and to the prophet **Muhammad SAW**

My beloved **Dad** and my **Mom**, they are my Angels who always lift me up when I'm down

Brother, Sisters, and my Big Family

Tony Stark always needs **Pepper Potts's** soul

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The beneficial criticism and suggestion are welcome for better improvement of this thesis.

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Abstract

The Effectiveness of Cultural Diplomacy on Indonesian and Japanese Relations (Case Study: the Influence of JKT48 for Promoting Indonesian and Japanese Culture)

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This thesis discusses the effectiveness of cultural diplomacy carried out by Japan and Indonesia. Indonesia and Japan have a history that was not good in the past, because Japan once colonized Indonesia and left bad memories in the minds of Indonesian citizens. but after World War II, Japan tried to improve their image from a colonial state to a peace-loving country. In 1958 Japan and Indonesia signed a peace agreement and since then they have collaborated in various fields such as economics, politics and social culture. The research in this paper uses qualitative methods and collecting data through literature studies and then supplemented with data taken from various sources such as the internet and media both print and online. Data collection in this paper is obtained from documentation. Analysis of qualitative data is carried out through three stages, namely data reduction, data presentation, and conclusion. JKT48 is a bridge of friendship between Indonesia and Japan as well as an instrument of cultural diplomacy and effective nation branding because it is a form of popular culture that is easily accepted by various elements of society. The success of cultural diplomacy and nation branding carried out by the two countries will impact on the emergence of interdependent relations between countries because of identical national interests.

Keywords: *Cultural Diplomacy, Interdependence Relations, JKT48, Popular Culture*

Abstrak

The Effectiveness of Cultural Diplomacy on Indonesian and Japanese Relations (Case Study: the Influence of JKT48 for Promoting Indonesian and Japanese Culture)

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Skripsi ini membahas tentang mengenai efektivitas diplomasi budaya yang dilakukan oleh Jepang dan Indonesia. Indonesia dan Jepang memiliki sejarah yang kurang baik di masa lalu, karena Jepang pernah menjajah Indonesia dan meninggalkan kenangan yang buruk di dalam benak warga Indonesia. Namun setelah perang dunia kedua, Jepang berusaha memperbaiki image mereka dari negara penjajah menjadi negara yang cinta damai. Pada tahun 1958 Jepang dan Indonesia menandatangani perjanjian perdamaian dan sejak saat itu mereka telah menjalin kerjasama di berbagai bidang seperti ekonomi, politik, dan social budaya. Penelitian dalam skripsi ini menggunakan metode kualitatif melalui data yang dihimpun melalui studi literature yang diambil dari berbagai sumber seperti internet dan media baik cetak maupun online. Pengumpulan data dalam skripsi ini diperoleh dari observasi dan dokumentasi. Analisis data kualitatif dilakukan melalui tiga tahapan, yaitu reduksi data, penyajian data, dan penarikan kesimpulan. JKT48 merupakan jembatan persahabatan antara Indonesia dengan Jepang sekaligus alat diplomasi budaya dan nation branding yang efektif karena sifatnya sebagai bentuk popular culture yang mudah diterima oleh berbagai elemen masyarakat. Kesuksesan dari diplomasi budaya dan nation branding yang dilakukan oleh kedua negara akan berimbas pada munculnya hubungan interdependensi antar negara karena kepentingan nasional yang identik.

Kata Kunci: *Diplomasi Budaya, Hubungan Interdependensi, JKT48, Popular Culture,*

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CHAPTER 1

INTRODUCTION

1. Background of Research

Indonesia and Japan have a bad history. Japan colonized Indonesia and this leaves a bad memory for the people of Indonesia. But along with the signing of the Japan-Indonesia Peace Agreement on January 20, 1958 and the implementation of diplomatic relations between the two countries, relations between the two countries improved and now it has been 60 years since the signing of the peace agreement¹. Many things that took part in the peace process between Indonesia and Japan began from cooperation in the fields of technology, economics, education and culture. But from various factors mentioned above, culture is one of the most acceptable factors for various elements of society.

One form of cultural promotion that is often carried out by various countries is popular culture. Popular culture is a style, idea, perspective, and attitude that is completely different from mainstream culture². The examples of popular culture that are often found in daily life are film and music. Many films and music circulating in the community directly or indirectly will promote what is displayed in the media. Japan also has a popular culture actor who plays a significant role in the spread of their culture outside of Japan, namely the idol group. Idol group is a group that contains young girl who want to hone their talents in the fields of dance, singing, MC, and acting³. They have a special stage to show the results of their training which is called theater. From this theater they are known and get support from

¹ Tentang Acara Peringatan 60 Tahun Hubungan Diplomatik Jepang-Indonesia, <https://www.60jpid.com/id/> accessed on January 29, 2019

² John Storey. *Cultural Theory and Popular Culture: An Introduction*, University of Sunderland, p. 13

³ Japan Info, “*The Japanese Idol Industry and Its Dark Side*”, <http://jpninfo.com/12837> accessed on February 2, 2019

their fans.

One of the most famous idol groups in Japan is AKB48. The AKB48 activity center itself is in the Akihabara district, Tokyo, Japan, and it also the heart of pop culture and anime / manga culture in Tokyo⁴. The name AKB48 itself is also taken from the abbreviation Akihabara, namely “AKB”. AKB48 has many sister groups, both in Japan and outside Japan. One of AKB48’s sister groups is in Indonesia with the name JKT48, and is based in Jakarta. JKT48 began to be active in December 2011, after auditioning and graduating 28 young girls to become the first generation members. When Akimoto Yasushi, a producer from AKB48 came to Indonesia to attend the JKT48 first generation member selection, he hoped JKT48 would become a bridge of friendship between Indonesia and Japan. The motto of JKT48 itself is the same as his sister AKB48, which is “an idol that you can meet every day”. JKT48 Theater itself is located in FX Sudirman mall, Central Jakarta. As JKT48 became more famous in Indonesia, Japanese companies in Indonesia began making JKT48 as an advertisement for their products and services. Otsuka Indonesia started with Pocari Sweat,⁵ then Rakuten worked with MNC Media using JKT48 for Rakuten Belanja Online advertising,⁶ Kao used them as a Laurier advertising model, Honda for Honda BeAT esp advertising model, and Sharp Electronics Indonesia using JKT48 for their product promotion activities⁷.

⁴ A Medium Corporations, “*What Makes Japan’s Idol Culture Unique?*” <https://medium.com/@unseenjapan/what-makes-japans-idol-culture-unique-c182f30a2f55> accessed on February 2, 2019

⁵ Tribunseleb, “*JKT 48 Perkuat Iklan TV Produk Pocari Swet Terbaru*” <http://www.tribunnews.com/seleb/2011/12/04/jkt-48-perkuat-iklan-tv-produk-pocari-swet-terbaru> accessed on February 2, 2019

⁶ Oketechno, “*Situs Belanja Rakuten Gandeng Girls Band JKT48*” <https://techno.okezone.com/read/2012/02/29/55/584813/situs-belanja-rakuten-gandeng-girls-band-jkt48> accessed on February 4, 2019

⁷ KapanLagi.com, “*JKT48 Hibur Para Konsumen Produk SHARP*” <https://musik.kapanlagi.com/berita/jkt48-hibur-para-konsumen-produk-sharp-412bf6.html> accessed on February 4, 2019

Aside from performing in Indonesia, JKT48 is also often invited to Japan to perform with AKB48. JKT48 first performed with AKB48 in Japan during the AKB48 *Kouhaku Taiko Uta Gassen* concert on December 20, 2011 at Tokyo Dome City Hall. In this concert JKT48 performed with the AKB48, SKE48, NMB48 and HKT48 extended families. Besides being watched by around 2,000 spectators at Tokyo Dome City Hall, the concert was also broadcast live on 113 cinema screens throughout Japan, as well as YouTube and Google+ channels. JKT48 fans themselves are not only from Indonesia. Because JKT48 is a sister group of AKB48, there are of course many expatriates from Japan who are fans of JKT48. Apart from Japan, there are also fans from Thailand and Malaysia. There were also AKB48 fans who became JKT48 fans after the announcement of the formation of this AKB48 sister group.

JKT48 is interesting to discuss because besides being the only idol group in Indonesia, its presence can also be an attraction for many Japanese brands to sell their products or services in Indonesia. In addition, Indonesia's attractiveness for Japanese tourists has also increased considering that JKT48 often makes video clips of their songs in Japan, so indirectly JKT48 also promotes Indonesia in the eyes of Japanese people. This proves that not only the government has an obligation to introduce Indonesia and all its cultures to other countries. Individual actors such as JKT48 also have a considerable role in introducing Indonesia internationally. Especially in the globalization era, everyone can become a diplomatic actor for each of their countries, so that with all the uniqueness and achievements, JKT48 can be considered as Indonesia's diplomatic actor for other countries, especially Japan.

2. Problem Formulation

Based on the background of the above problems, the main problems in this writing can be formulated, namely **“To what extent is the influence of JKT48 toward the effectiveness of cultural diplomacy between Japan and Indonesia?”**.

3. Objective of the Research

Based on the problem formulation above, this study in general will examine more deeply the effect of JKT48 on cultural exchange between Japan and Indonesia, while specifically is to know to what extent is the influence of JKT48 in cultural diplomacy between Japan and Indonesia, seen through the cultural side and international cooperation.

4. Benefit of the Research

This research is expected:

- a. Academically to understand more about the concept of cultural diplomacy.
- b. Practically to understand the extent of the effectiveness of non state actors on relations between countries, especially between Japan and Indonesia.

5. Literature Review

This study uses several main reference sources that have similarities with this research both in the research method and the object under study.

5.1. Cultural Diplomacy Theory

The first article that was used as a reference for this research library was Nuraini's writing entitled "Diplomasi Kebudayaan Jepang Terhadap Indonesia dalam Mengembangkan Bahasa Jepang". This research conducted by Nuraini focused on developing Japanese language through The Japan Foundation Jakarta, which is a subsidiary of The Japan Foundation. Using Harold Nicholson's Cultural Diplomacy theory, Nuraini concluded that the Japanese government was trying to restore the good image of its country and foster a cordial friendship between the Japanese and the countries it had colonized. They formed The Japan Foundation in Indonesia with hope that the Indonesian people could get to know Japanese culture to create harmonious relations between the two countries. The Japanese government also believes that

the language barrier between Indonesia and Japan must be removed so that their initial goals for establishing this program can be achieved. The thing that distinguishes this research proposal from the example of Nuraini's research above is the object of research. If Nuraini's research makes The Japan Foundation the main object of research, this thesis makes JKT48 the object of research. In addition, the focus of research is also one of the differences between Nuraini's research and this study. Nuraini's research focuses on the importance of language as a tool of diplomacy, this thesis focuses more on research on exchanges and the introduction of culture through the entertainment industry.

Next is the writing from Wahyuni Kartikasari entitled "The Role of Anime and Manga in Indonesia-Japan Cultural Diplomacy". This paper discusses about anime and manga which became a phenomenon in cultural diplomacy between Indonesia and Japan. Some anime and manga characters like Doraemon, Pokemon, and Astro Boy are gaining high popularity in various countries. Many toy stores sell action figures from various characters above, and the anime series and comics are translated into local languages. An example is Pokemon which was successfully aired in 65 countries and translated into 30 languages, and Doraemon was appointed as an anime ambassador through the 2008 International Anime Award by Japanese Foreign Minister Masahiko Koumura. The popularity of anime and manga that is so great is also felt up to Indonesia. almost all Indonesian people know Doraemon and Pokemon that are often aired every weekend on private television channels. This is inseparable from the intense cultural diplomacy that occurred between Indonesia and Japan, especially after the signing of the peace agreement between the two countries in 1958. Since then the Indonesian people have begun to be familiar with Japanese anime, film, fashion, and food. Using cultural diplomacy theory, Wahyuni concluded that Japanese popular culture played a large role in introducing Japan to the international community, especially Indonesia. many Indonesians

know Japanese culture through popular culture such as film, anime and manga. In addition, many Japanese food restaurants in Indonesia also prove that Japanese culture is very acceptable in Indonesia. This is evidence that popular culture can be an effective cultural diplomacy instrument for shaping the image of other countries. The thing that distinguishes Wahyuni's research from this research is the object of his research. If Wahyuni discusses about anime and manga, this research discusses JKT48.

5.2. Soft Diplomacy Concept

The next article that was used as a comparative paper for this study was a journal article from Happy Nugraha entitled "Úpaya The Japan Foundation dalam Meningkatkan Hubungan Kerjasama Indonesia-Jepang di Bidang Budaya". This article discusses how the Japanese government through The Japan Foundation tries to introduce Japanese culture in 3 major cities, such as Jakarta, Bandung, and Yogyakarta. The concept used by Nugraha in this study is Soft Diplomacy, which uses culture as a tool for diplomacy. According to the Oxford English Dictionary, diplomacy is the management of international relations through negotiations that are closely related to international politics, namely the art of addressing the interests of a country in relation to other countries⁸. Diplomacy according to Geoff Berridge and Alan James is the organizer of relations between sovereign states through diplomats to promote international negotiations⁹. Soft Diplomacy was chosen because the diplomatic criteria were considered capable of reducing the pressure arising from the intensity of a country to use violence and to prefer the negotiation path to achieve the interests of the country. An example in this article is Japan which has a lot of cooperation

⁸ Mohtar Mas'ood, *"Ilmu Hubungan Internasional: Disiplin dan Metodologi"*, LP3ES, Jakarta, 1990, p. 94

⁹ Geoff Berridge and Alan James, *"A Dictionary of Diplomacy: Second Edition"*, Palgrave Macmillan, New York, 2003, p. 69

with Indonesia in the field of culture, information exchange, and other intellectual matters. The thing that distinguishes between Nugraha's research and the proposed research is the main object of research. The main object of Nugraha's research is The Japan Foundation, while the main object of this research is JKT48.

The next article was written by Najamuddin Khairul Rijal entitled “ *Pink Globalization: Hello Kitty sebagai Instrumen Soft-Diplomacy Jepang*”. This article discusses the use of Hello Kitty's popularity as Japan's soft diplomacy instrument to enhance the image of tourism and attract tourists to visit Japan. In addition to Hello Kitty, this paper also discusses how Japanese popular culture such as manga and anime can become their country's national strength. The use of Soft Diplomacy was chosen because in addition to being considered more effective in building the image of a country, it is also considered to require less funds compared to conventional diplomacy. Japan believes that in this way it is better able to attract the international community to study Japan and visit Japan. Using the concept of Pink Globalization and Soft Diplomacy, Najamuddin concluded that the use of Hello Kitty as Japan's soft diplomacy instrument managed to build a good image of Japan with the increasing number of tourists who came to visit. The worldwide popularity of Hello Kitty successfully lifted Japan's name as its home country, while introducing Japan with the release of an iOS-based application called “Visit Japan with Hello Kitty”. This application has a feature that provides a variety of Hello Kitty characters dressed up in various costumes typical of various regions in Japan. The use of Hello Kitty as an icon is able to attract the attention of the international community to come to Japan. This success proves that Japan is an example of a country that has successfully made popular culture an instrument of diplomacy and nation branding for its country. What distinguishes Najamuddin's research from this research is the object of his research. If the Najamuddin research examines Hello

Kitty, this study makes JKT48 the object of its research.

5.3. Theory of International Cooperation

The next article that is used as a comparative writing is Muhammad Alief Aryanto's thesis entitled "Diplomasi Kebudayaan Melalui Program Pertukaran Pemuda Indonesia-Korea Tahun 2010-2014". This thesis discussed how Indonesia and Korea build mutual understanding between the two countries through cultural diplomacy techniques, namely student exchanges. This student exchange program was chosen because in addition to being able to develop human resources from both countries, this program could be a good tool for both countries to introduce the culture of each country to the delegates. Alief concluded that the Indonesia-Korea Youth Exchange Program for 2010-2014 was able to significantly increase knowledge about the culture of the two countries. In addition, this program is able to give a deep impression to the delegates, therefore they are able and happy to disseminate the knowledge they have gained during the program to others in their respective areas of origin. The theory used by Alief in this paper is the theory of International Cooperation, because he believes that almost all countries are not able to meet their own needs so they need to cooperate with other countries. According to Koesnadi Kartasasmita, "International Cooperation is a necessity as a result of the interdependence relationship and the increasing complexity of human life in the international community"¹⁰. The difference from Alief's thesis with the proposed research is in the main object of the study. If Alief examines the role of the Youth Exchange Program, this research proposal examines the role of non state actors, in this case JKT48. In addition, the countries used as objects are also different. Alief examines the relationship between Indonesia and Korea, this research examines the relationship between Indonesia and Japan.

¹⁰ Koesnadi Kartasasmita, *Organisasi dan Administrasi Internasional*, Lembaga Penerbitan Sekolah Ilmu Administrasi, Bandung, 1997, p. 19

The next article is Nuthaila Rahmah's thesis entitled "Hubungan Indonesia-Jepang dalam Perjanjian Indonesia-Japan Economic Partnership Agreement di Bidang Pertanian". This study discusses the effectiveness of cooperative relations between Indonesia and Japan in the Indonesia-Japan Economic Partnership Agreement (IJEPA) agreement in agriculture in the export of Indonesian rubber communities to Japan in the period 2011-2015. Using the theory of international cooperation, Nuthaila concluded that the cooperation carried out by Indonesia and Japan in the field of agriculture in the export of rubber commodities was effective and beneficial to both parties. The success of this collaboration raises an interdependent relationship between Indonesia and Japan in the field of rubber import export. The impact felt by Indonesia after the establishment of this cooperation was the increase of rubber exports to Japan in the period 2011 to 2015. This happened because Indonesia became the main rubber exporting country for Japan and the production of Indonesian rubber commodities which increased made it a product that was ready to compete in the Japanese market. This agreement makes Indonesia has a fixed market share for its rubber commodities, namely Japan. While the benefits obtained by Japan from this cooperation agreement are that they have succeeded in strengthening market access by making their country the main destination for Indonesian rubber exports. In addition, with the implementation of the IJEPA, Japan also received lower prices for rubber raw materials from Indonesia. Then Japan also had access to sell finished rubber products to Indonesia and make Indonesia its main market share. The thing that distinguishes between Nuthaila's research and this research is that if Nuthaila's research examines cooperation between Indonesia and Japan in the field of rubber import and export, this study examines the collaboration between Indonesia and Japan in the field of culture through non-state actor JKT48.

6. Theoretical Framework

6.1. Cultural Diplomacy

Diplomacy is a way, with certain rules and manners that are used by a country to achieve the country's national interests in relation to other countries or with the international community. Thus, in international relations diplomacy cannot be separated very closely with foreign policy and also with international politics¹¹. Conventionally in its sharpest form, diplomacy is negotiations conducted by official state officials as parties representing the interests of each country. In its development, diplomatic agents are not only state officials, but also the private sector or individuals who represent the country's national interests with the knowledge or approval of the government. Because of that consideration, in the international world now we recognize the terms "first track diplomacy", "Second track diplomacy", even "third track diplomacy" and "fourth track diplomacy". In that context now we know what is called by "cultural diplomacy". In the past, the effectiveness of diplomacy requires real political, economic or military support. Nowadays economic, political and military forces in certain cases will be "counter productive", or will not help to achieve the intended results. Even superpowers like the United States that have large military and economic power sometimes override the use of military and economic power and emphasize the use of the cultural sector more.

Japan also uses culture as a means of diplomacy to other countries. This was provided by registering Japan as a member of UNESCO in 1951. Through this organization Japan tried to show the world that its country that loves peace by promoting traditional arts owned by Japan¹².

¹¹ Tulus Warsito dan Wahyuni Kartikasari, *Diplomasi Kebudayaan: Konsep dan Relevansi Bagi Negara Berkembang: Studi Kasus Indonesia*, Penerbit Ombak, Yogyakarta 2007, p. x

¹² Jamiatil Khaiririah, *Peran Japan Foundation Menyebarkan Bahasa Jepang di Indonesia*, e-journal Hubungan Internasional 2015, volume 3 nomer 3, 2015 p. 425

In 1962, the Japanese government established an association teaching Japanese to foreigners (Society for Teaching Japanese to Foreigners) in order to use Japanese well so as to provide an opportunity for overseas experts to work in Japan without language barriers. In 1972, the Japan Foundation was formed as an institution which was originally a legal body aimed to promote cultural exchange activities between Japan and other countries in the world. This shows the seriousness of the Japanese government to use culture as a promotional tool.

Besides going through the Japan Foundation, Japan indirectly introduces their culture through the entertainment sector. This began when AKB48, the biggest idol group in Japan, established their sister group in Indonesia that known as JKT48 in 2011. As JKT48 grew in popularity, many people then found out about idol groups who had other concepts than others. Upon learning that the main base of this group is AKB48 based in Japan, many people find out about everything about Japan, from language, culture, to the country's special food. Thus, it will be very interesting if there is a study that discusses the role of non-state actors based on entertainment in cultural exchange, in this case between Indonesia and Japan.

This study discusses the extent to which cultural diplomacy is able to be carried out by non-state actors, namely JKT48, as to be able to answer the problem formulation of how JKT48 influences the process of cultural exchange between Japan and Indonesia. Often non-state actors are underestimated compared to state actors in matters of diplomacy. This research is expected to prove that non-state actors also have a considerable role in the affairs of diplomacy from the cultural sector.

6.2. International Cooperation

International Cooperation is a relationship between nations that has goals based on national interests. International cooperation consists of a set of decision-making rules, principles, norms and procedures that

govern the course of the international regime¹³. In addition, countries that carry out international cooperation have a common goal or common interest because the absence of common interests in cooperation is impossible¹⁴.

If in the past international cooperation was identical to the state, now the scope of international cooperation is even wider. There are several international brands that make local public figures as ambassadors for their products to attract the attention of the target country community. For example, Honda, a Japanese automotive company, made JKT48 a brand ambassador for one of their products. The young and energetic concept of JKT48 is considered appropriate for representing their products that target the youth segment¹⁵.

The collaboration between various international brands with JKT48 proves that in this globalization era the theory of international cooperation is not limited to just between countries. Globalization makes international cooperation more dynamic and more flexible. In addition to increasing product sales, the collaboration between various international brands from Japan and JKT48 also indirectly introduces the culture and habits that exist in Japan, because not a few of the various advertisements from various brands that use the background of advertisements and scenes with Japanese nuances.

7. Hypothesis

The role of JKT48 as an instrument of cultural diplomacy between Indonesia and Japan is quite important. JKT48 can be a tool for Japan to introduce its country through the cultural sector, while returning their

¹³ Lisa L. Martin, *Neo Liberalism in International Relations Theory: Discipline and Diversity*, Oxford University Press, Great Britain, 2007, p. 11

¹⁴ Robert O. Keohane, *Neoliberal Institutionalism: a Perspective in World Politics, in International Institutions and State Power*, Westview Press, Boulder, 1989, p. 3

¹⁵ Kompas, "Alasan Mengapa Honda Pilih JKT48 untuk BeAT eSP" <https://otomotif.kompas.com/read/2015/01/02/134955715/Alasan.Mengapa.Honda.Pilih.JKT48.untuk.BeAT.eSP> accessed on 29th of January 2019

deteriorating image after colonizing Indonesia in 1942-1945. In addition to building image, JKT48 is also a medium for Japan and Indonesia to introduce their country through the cultural side by making JKT48 a tourism ambassador from each country to attract the attention of tourists from each country. In addition to attracting tourists, JKT48 is also a medium for both countries to strengthen their country's nation branding in each country. In addition to the benefits gained by Japan, Indonesia as a developing country also has many advantages with the establishment of good relations with developed countries such as Japan, because there are many benefits that can be obtained in various fields from cooperation with developed countries such as Japan. The indicator of the success of cultural diplomacy that occurred between Indonesia and Japan was the interdependence relationship between the two countries, especially in the field of social culture. Collaboration between the two countries that have occurred in a long period of time is also one of the factors causing interdependence relations between the two countries.

8. Research Methodology

8.1. Method of Research

Research methods are specific techniques in research. Some people assume that the research method consists of various research techniques, and some equate research methods with research techniques. However, any method or research technique used, for example whether quantitative or qualitative, must be in accordance with the theoretical framework assumed by Collier's words, "epistemological approaches must be consistent with ontological assumptions."¹⁶ Qualitative analysis is the most prominent research methodology in the field of International Relations (IR). Currently qualitative methods are enjoying popularity in the environment of IR studies that have never happened

¹⁶ Deddy Mulyana, *Metodologi Penelitian Kualitatif, Paradigma Baru ilmu Komunikasi dan Ilmu Sosial lainnya*, PT. Remaja Rosdakarya, Bandung, 2013, p. 146

before, in a survey in 2007, as many as 95 percent of IR graduates in the United States reported using qualitative analysis as primary and secondary methodologies in their research.

The total user of qualitative methodology may even be more than that data. It is estimated that more than 85 percent of IR scholars do some qualitative analysis. Qualitative analysis is also unmatched in terms of flexibility and applicability. Descriptive textual records always exist at almost every international event in the history of the modern world, qualitative research has also provided reliability, rigor, and clear and impressive insights regarding international relations¹⁷. The proposed research will use qualitative research methods as the research method. This method, besides being the most popular research method among IR students, is also believed to be increasingly easier for the author to finish this research well.

8.2. Object of Research

To conduct a library study, the library is an appropriate place to obtain materials and relevant information to be collected, read and studied, recorded, and utilized. In the context of this study, various literatures related to JKT48, Japan, and Indonesia, in the form of textbooks and references, reports on research results, theses, journals, magazines, newspapers, and also including the internet that contains articles that is relevant to the problem under study.

8.3. Technique of Data Collection

This research will use the documentation method, which is looking for data on matters in the form of articles in popular newspapers and magazines, books, articles from scientific journals, statistical bulletins, reports, organizational records, government publications, information from organizations, analysis made by experts, the results

¹⁷ Umar Suryadi Bakry, *Metode Penelitian Hubungan Internasional, Pustaka Pelajar (anggota IKAPI)*, Yogyakarta, 2016, hal 61

of previous surveys, public records of official events and library records. In the context of this study, the researcher collected main and supporting data and held a check-list to look for predetermined variables that came from literature, other parties' research, journals, and published reports, especially those relating to JKT48 activities that represented a form of promotion of Japanese and Indonesian culture so that it is expected to be able to answer the objectives of this study.

8.4. Technique of Data Analysis

Data analysis technique is the most decisive step of a study, because data analysis serves to conclude the results of the study. This study will use qualitative data analysis methods. In the qualitative data analysis method, there are 3 lines of data analysis, namely data reduction, data presentation, and conclusion drawing¹⁸.

9. Writing System

The writing steps of this thesis will consist of four chapters. Each chapter consists of sub-chapters. The initial details and general description are as follows:

- a. Chapter I:** This chapter contains the problem statement so the writer takes the theme and title as stated on the cover. Then proceed with research questions, the purpose and benefits of research, literature review, to previous writings, the theoretical framework that underlies a thesis, research methods, and writing systematic. This chapter contains the problem statement then the writer takes the theme and title as stated on the cover. Then proceed with research questions, the purpose and benefits of research, literature review, to previous writings, the theoretical framework that underlies a thesis, research methods, and writing systematic.

¹⁸ Ivanovich Augusta, *Teknik Pengumpulan dan Analisis Data Kualitatif*, the paper was presented in the training of qualitative methods at the socio-economic research center, agricultural R & D, Bogor, 27th of February 2003

- b. Chapter II:** This chapter will explain the understanding of cultural diplomacy and international cooperation and its efficiency in strengthening relations between countries.
- c. Chapter III:** This chapter will analyze the influence of JKT48 on cultural exchanges between Indonesia and Japan and the interdependence relationship between these two countries.
- d. Chapter IV:** This chapter contains conclusions taken from the previous chapters, especially the analysis of the extent of the influence of JKT48 on cultural exchanges between Indonesia and Japan and the interdependence relationship between the two countries.

CHAPTER 2

CULTURAL DIPLOMACY AND INTERNATIONAL COOPERATION AS A STRATEGY TO REACH NATIONAL INTEREST

1. Cultural Diplomacy as a Way to Build the Image of Country In Other Countries

1.1. Cultural Diplomacy as a Theory

Diplomacy is something that is very familiar in the world of international relations. Diplomacy is a very dominant instrument in the effort to establish relations between countries in order to achieve the national interests of each country. In practice, errors in diplomacy can have an impact on the failure of diplomacy and worsening relations between countries. Whereas success in diplomacy will have a good impact on the fulfillment of the national interests of the country concerned. So from that diplomacy techniques become very important for the success of diplomacy carried out.

Harold Nicholson said that the word diplomacy was taken to show at least five different things. Of the five things, the first four issues concern: (1) foreign policy, (2) negotiations, (3) the flow of implementation of negotiations (4) foreign service branches. Then he further argued that the fifth form of the word diplomacy is an expressing word, which in a positive sense shows one's expertise in the implementation of international negotiation processes, and in a negative sense describes the implementation of a cunning strategy¹⁹. From the definition put forward by Nicholson above, very clear conclusions can be drawn. First, the main element of diplomacy is negotiation. Second, negotiations are carried out to achieve the national interests of a country. Third, diplomatic agreements are carried out to achieve

¹⁹ S.L. Roy, *Diplomasi*, Rajawali Pers, Jakarta, 1991, p. 3

national interests as much as possible as long as these interests can be achieved through peaceful means. Thus, the world peace without ignoring national interests is the main goal of diplomacy. However if the path of peace fails in achieving national goals, diplomacy allows the use of military power as a tool to achieve a country's national goals²⁰.

After looking at the definitions written above, it can be concluded that cultural diplomacy is an international negotiation carried out by various countries to achieve their national interests through cultural channels. Cultural diplomacy also puts forward the achievement of national interests of a country while maintaining world peace, so that the main goal of cultural diplomacy is the preservation of world peace without ignoring national interests. What distinguishes cultural diplomacy from diplomacy is that cultural diplomacy does not suggest imposing the use of military power to achieve its national interests, because from the outset the aim of cultural diplomacy was to achieve national interests through peaceful means.

During the first and second world wars, diplomacy carried out by various countries aimed to guarantee the integrity of the country's sovereignty and independence (home territory) and maintain the political, social and economic systems prevailing in the countries concerned. But over time and the development of the dynamics of the international world, diplomacy carried out by various countries began to aim at advancing the economy, trade, commercial interests, protection of citizens in other countries, introducing culture and ideology, enhancing a country's brand and establishing friendships with the another states²¹. But the main purpose of diplomacy is to achieve national interests. This happened because modern diplomacy was considered to be more innovative and unconventional and the approaches used were finer²².

²⁰ Ibid, p. 4

²¹ Ibid, p. 6

²² Nuraini, *Diplomasi Kebudayaan Jepang Terhadap Indonesia Dalam Mengembangkan Bahasa Jepang*, JOM FISIP Volume 4 No. 2 Oktober 2017, p. 4

Cultural diplomacy is one example of modern diplomacy, where cultural diplomacy can be defined as the effort of a country to fight for the national interests of its country through the cultural side, both through small scale such as education, science, sports and the arts and through large scale for example propaganda and others that aim to build a view of public opinion in support of certain foreign policy. Diplomacy by using culture is considered more effective than military diplomacy because it is carried out peacefully and without any pressure on the destination country²³.

To facilitate the process of cultural diplomacy, a country often sends cultural delegations to establish friendly relations with other countries. The delegates acted as ambassadors who were the faces of the country concerned. Therefore ambassadors who are delegates to cultural exchanges enable the people of each country to understand their views with one another in an easily accepted way. The diplomacy technique by sending cultural ambassadors is to show the cultural richness of a country and build a state view that is the target of national branding. If the branding carried out by a country through its cultural richness has succeeded in attracting the attention of the intended country, this could facilitate the country that is carrying out cultural diplomacy to get help if they get a problem they cannot solve themselves²⁴. The form of Cultural Diplomacy is through exhibition, art, exchange of vision and mission, cultural negotiations, and conferences. These forms are carried out in a peaceful situation, because with a peaceful situation it will be more effective to achieve a desired interest²⁵. That

²³ Tulus Warsito dan Wahyuni Kartikasari, *Diplomasi Kebudayaan; Konsep dan Relevansi Bagi Negara Berkembang: Studi Kasus Indonesia*, Penerbit Ombak, Yogyakarta 2007, p. 4

²⁴ S.L. Roy, *Diplomasi*, Rajawali Pers, Jakarta, 1991, p. 12

²⁵ Aldrian, *Diplomasi Kebudayaan Jepang Terhadap Indonesia Dalam Kerangka Japan-Indonesia Partnership Agreement Tahun 2012-2015*, JOM FISIP Vol. 3 No. 1 – Februari 2016, p. 6

is why countries are now busy establishing cultural relations between countries compared to using military power in establishing diplomacy. Many cultural exchange programs are held between countries and the development of cultural centers in other countries. Because it began to be realized that the establishment of cultural centers had become an effective technique of diplomacy to achieve the national interests of a country²⁶.

1.2. Islamic View of Diplomacy

As explained above, diplomacy is a negotiation carried out by a country to achieve its national interests by using peaceful means. So from that world peace without ignoring national interests is the main goal of diplomacy. But if the path of peace fails in achieving national goals, diplomacy allows the use of military power as a tool to achieve a country's national goals. To diplomate with other countries, a country usually sends a diplomat to go to the destination country and start negotiations. To get what he wants, a diplomat must be good at playing words that can convince his interlocutor to cooperate with him. Because of this important task, diplomats are often seen to justify any means to achieve their goals, including lying and playing words and sentences that override the truth²⁷.

Islam has its own views on diplomacy, namely the concept of clean diplomacy. Clean diplomacy refers to diplomacy whose implementation must be in accordance with ideals according to Islamic teachings. Clean diplomacy relates to the consistency of responsibility to the people, according to the demands of the Qur'an and Hadith. Based on this, diplomacy in the Islamic perspective does not only prioritize the interests of the elite, but rather prioritizes the interests of

²⁶ S.L. Roy, Op.cit, p. 13

²⁷ Tika Dian Pratiwi, "*Relevansi Penyusunan Teori Diplomasi Dalam Perspektif Islam*", *Islamic World and Politics*, Vol. 1, No. 1 Juli- Desember 2017 ISSN: 2614-0535, p. 113

the people and can benefit all parties or rahmatan lil ‘ alamin namely for themselves, enemies, and the universe²⁸.

In the view of Islam, when a country is negotiating and diplomatic in a state of war, the rights of the enemy must still be considered and fulfilled in accordance with the teachings of the Qur’an and Sunnah. In Islamic international law, all regulations are made as fairly as possible. This regulation does not only apply to Islamic countries, but also applies to non-Islamic countries. One example of the implementation of diplomacy in Islam is the charter of Medina. The Medina Charter was the first agreement in Islam signed by Muhammad SAW and fundamentally reformed the concept of a state based on faith. Medina was a country that embraced people from various religions and beliefs because religious freedom was highly valued there²⁹.

In the Qur’an Allah says in surah Al-Hujurat verse 13 which reads:

يَا أَيُّهَا النَّاسُ إِنَّا خَلَقْنَاكُمْ مِنْ ذَكَرٍ وَأُنْثَىٰ وَجَعَلْنَاكُمْ شُعُوبًا وَقَبَائِلَ لِتَعَارَفُوا
 إِنَّ أَكْرَمَكُمْ عِنْدَ اللَّهِ أَتْقَاكُمْ ۚ إِنَّ اللَّهَ عَلِيمٌ خَبِيرٌ (الْحُجُرَاتُ: ١٣)

Meaning: O mankind, We have created you from a man and a woman, and made you nations and tribes, that ye may know one another. Surely the noblest of you in the presence of Allah is the most cautious among you. Allah is the Knower, the Knower. (Al-Hujurat: 13).

Paragraph above explains equality between fellow human beings regardless of ethnicity, nation, race, or religion, therefore every human being must be treated fairly and no one is harmed. This is what is put forward by Islamic diplomacy, justice for all parties involved in the diplomatic process. Nobody benefits more than others. If this concept is widely applied, it is almost certain that there will be no parties to the

²⁸ *Ibid.*

²⁹ *Ibid.*

conflict because of the injustice of the results of diplomacy.

1.3. The Implementation of Cultural Diplomacy by the Government of Japan and Indonesia

An example of a country that is quite intense in establishing its country's cultural center in other countries is Japan. Beginning in 1962 the Japanese government established an association teaching Japanese to foreigners (Society for Teaching Japanese to Foreigners) so that foreign workers could work in Japan without language barriers. Then in 1972 the Japan Foundation was established which was initially an institution of legal entities that aimed at promoting cultural exchange activities between Japan and various other countries in the world. The establishment of The Japan Foundation proves that the Japanese government is serious in making culture one of their diplomatic tools³⁰.

As a country that has a very rich cultural diversity, Indonesia also makes culture a tool for their main diplomacy. The richness of Indonesian culture such as batik cloth and various kinds of Indonesian specialties are often used as state promotional tools by the Indonesian Embassy in various countries. In addition to introduce Indonesia, an exhibition of cultural riches was also conducted to attract foreign tourists to visit Indonesia³¹. In addition to the two things mentioned above, Indonesia is also aggressively promoting tourism sites such as temples and museums. To promote the richness of its culture, Indonesia through the Ministry of Education and Culture inaugurated ten centers of Indonesian culture abroad in 2012 which were named Rumah Budaya Indonesia (RBI). This policy was implemented with the awareness of the importance of promoting typical Indonesian culture abroad. The

³⁰ Nuraini, *Diplomasi Kebudayaan Jepang Terhadap Indonesia Dalam Mengembangkan Bahasa Jepang*, JOM FISIP Volume 4 No. 2 Oktober 2017, p. 2

³¹ Kementerian Luar Negeri Republik Indonesia, "*Diplomasi Budaya, KBRI Amman Tarik Wisatawan Melalui Batik dan Kuliner*" <https://www.kemlu.go.id/id/berita/berita-perwakilan/Pages/KBRI-Amman-Menarik-Wisatawan-Melalui-Diplomasi-Batik-dan-Kuliner-di-Yordania.aspx> accessed on March 24, 2019

RBI has three main functions, namely cultural expression, cultural learning, and cultural promotion³²

1.4. Popular Culture as Part of Cultural Diplomacy

Over time, other cultures developed which became a promotional tool for a country to promote its country, namely popular culture. Popular culture according to Striniati is a culture that is formed or formed by mass media. The mass media can offer a form of consumptive culture and the media user community follows it or uses television broadcasting as a cultural preference and lifestyle³³. Whereas according to Storey, popular culture is a style, idea, perspective, and attitude that is completely different from mainstream culture³⁴. Examples of popular culture that are often found in everyday life are film and music. The number of films and music that circulate in the lives of everyday people will directly or indirectly promote what is displayed in the media. This further emphasizes that culture, then followed by popular culture, becomes a very effective means of diplomacy, especially in the current era of globalization which facilitates the exchange of information between countries without any distance and time constraints.

1.5. The Effectiveness of Popular Culture in Building the Image of Japan and Indonesia

As a country that places great emphasis on culture as its main diplomatic tool, Japan also has several popular cultures that are able to get attention in various countries such as dorama, anime and manga.

³² Alex Rudini Sulaiman, *Mengembangkan Diplomasi Budaya Indonesia dengan Mencontoh Model Negara Sahabat*, <https://kumparan.com/alex-rudini-sulaiman/mengembangkan-diplomasi-budaya-indonesia-dengan-mencontoh-model-negara-sahabat> accessed on March 25, 2019

³³ Muh. Hanif, *Studi Media dan Budaya Populer Dalam Perspektif Modernisme dan Postmodernisme*, Komunika Vol.5 No.2 Juli-Desember 2011

³⁴ John Storey. *Cultural Theory and Popular Culture: An Introduction*, University of Sunderland, p. 13

Many young people love various types of drama, anime, and manga that have become Japanese characteristics. In addition to the three things mentioned above, they also have popular culture actors who are engaged in music and are well-known overseas, namely idol groups. Idol group is a group that contains young women who want to hone their talents in the fields of dance, singing, public speaking, and acting³⁵. They have a special stage to show the results of their training which is called theater. From this theater they are known and get support from their fans. One of the famous idol groups in Japan is AKB48. AKB48 is an Idol group produced by lyricist Akimoto Yasushi which debuted in December 2005. The concept that they carry is “idols that you can meet every day”. The unique thing that became the main attraction of AKB48 was that fans could feel the process of developing their idols from the beginning to becoming famous³⁶. The AKB48 activity center is located in Akihabara, Tokyo, Japan which is also the center of culture pop, anime and manga in Japan³⁷. The AKB name itself stands for Akihabara or Akiba, the name of the city where AKB48 was formed and runs their shows up to now³⁸. Now AKB48 already has 10 sister groups scattered in addition to Japan, also in several countries such as Jakarta, Bangkok, Manila, Vietnam, Taipei and Shanghai.

Although it is quite aggressive in promoting the richness of its culture, the Indonesian government is still considered to be less aggressive in promoting the popular culture they have. Even if compared with mainstream culture, popular culture is more easily accepted by

³⁵ Japan Info, “*The Japanese Idol Industry and Its Dark Side*”, <http://jpninfo.com/12837> accessed on March 25, 2019

³⁶ JKT48 Official Website “*Apa Itu AKB48*”, <https://www.jkt48.com/about/akb48?lang=id> accessed on March 25, 2019

³⁷ A Medium Corporations, “*What Makes Japan’s Idol Culture Unique?*” <https://medium.com/@unseenjapan/what-makes-japans-idol-culture-unique-c182f30a2f55> accessed March 25, 2019

³⁸ Tempo.co, “*Begini Sejarah AKB48*”, <https://seleb.tempo.co/read/419822/begini-sejarah-akb48/full&view=ok> accessed on 25th of March 2019

the general public. But there is one popular culture actor who is able to become a bridge between Indonesia and Japan, namely JKT48. JKT48 is a sister group of AKB48, a well-known idol group based in Japan. JKT48 was formed by AKB48 producer Yasushi Akimoto after seeing the enthusiasm of the Indonesian people towards AKB48 which first debuted in Japan. JKT48 itself debuted in December 2011 after auditioning and graduating 28 young women which later became the first generation of JKT48. Since then JKT48 has become a bridge of friendship between Japan and Indonesia in strengthening friendship especially in the fields of culture and entertainment.

2. The International Cooperation as a Way to Achieve National Interest

2.1. International Cooperation as a Theory

As with diplomacy, international cooperation also plays an important role in efforts to establish good relations between the two countries. International cooperation is carried out by several countries that have identical national interests, and then work together to achieve that interest. The theory of international cooperation is inseparable from the theory of international relations because from the beginning, the focus of the study of the theory of international relations is the study of the causes and conditions that create cooperation between countries. According to the theory of international cooperation put forward by K. Holsti, forms of interaction in international relations can take the form of conflict or cooperation. If the parties involved in the negotiations fail to reach an agreement, then the interaction between these actors can lead to conflict. However, if the parties involved in the negotiations succeed in reaching an agreement, the interaction between the actors involved can result in collaboration between the actors involved³⁹. International

³⁹ K.J Holsti, *Politik Internasional, Kerangka Untuk Analisis, Jilid II, Terjemahan M. Tahrir Azhari*, Jakarta, Erlangga, 1998, p. 652

cooperation consists of a set of decision-making rules, principles, norms and procedures that govern the course of the international regime⁴⁰. In addition, countries that carry out international cooperation have a common goal or common interest because the absence of common interests in cooperation is impossible⁴¹.

The main objective of a country to carry out international cooperation is to fulfill its national interests which cannot be fulfilled from within the country. For this reason, the country concerned must try to achieve its national interests from abroad. To meet this target, a collaboration is needed that brings together countries that have similarities in their national interests, to work together to achieve their national interests⁴². To carry out international cooperation, at least a country must fulfill two main requirements, namely the first, must respect the national interests of each country involved. Without respect it is impossible to achieve an expected collaboration. Secondly, there is a mutual agreement in overcoming any problems that arise during cooperation. To achieve mutual interests, intensive communication is needed. The frequency of intensive communication will increase the chances of achieving national interest in each country involved in the collaboration⁴³.

International cooperation is not only carried out between countries on a personal basis but also carried out between countries within international organizations and institutions. Regarding international cooperation, Koesnadi Kartasasmita stated that international cooperation is a necessity caused by the interdependence

⁴⁰ Lisa L. Martin, *Neo Liberalism in International Relations Theory: Dicipline and Diversity*, Oxford University Press, Great Britain, 2007, p. 11

⁴¹ Robert O. Keohane, *Neoliberal Institutionalism: a Perspective in World Politics, in International Institutions and State Power*, Westview Press, Boulder, 1989, p. 3

⁴² Sjamsumar Dam dan Riswandi, *Kerjasama ASEAN, Latar Belakang, Perkembangan, dan Masa Depan*, Ghalia Indonesia, Jakarta, 1995, p. 15

⁴³ *Ibid*, hal 16

and increasingly complex relations of human life in the international community⁴⁴.

Examples of international cooperation in which many countries have similar interests are involved when there is economic competition between Germany and France in the 18th century. Over time economic competition between the two countries develops into political competition. Germany then formed an alliance with Austria-Hungary and Italy called the Triple Alliance which had the goal of securing state sovereignty and protecting the country from the threat of combined military forces from competing countries. Not to be outdone by its competitors, France formed a partnership with Russia and Britain to form an alliance called the Triple Entente as a rival alliance. The formation of two opposing alliances made Europe at that time divided into two blocks. This feud then grew bigger until the first world war ensued.

International cooperation in the military field continued in the second world wars. Germany as a losing party and suffered huge losses in the first world wars felt humiliated by the Treaty of Versailles which forced them to submit to France and its allies. In the second world wars, the international cooperation formed still revolved around an alliance formed in the first world war, but it was inserted by various other interests such as ideology and mindset.

After the second world wars, the world began to realize the importance of maintaining world peace and prosperity. This has an impact on the objectives of international cooperation. Post-World War II the main objectives of the objectives of international cooperation began to be diverse and not only focused on showing the hegemony of a country against another country. In general, the aim of international cooperation after the second world wars was to realize world peace and

⁴⁴ Koesnadi Kartasmita, *Organisasi dan Administrasi Internasional*, Lembaga Penerbitan Sekolah Ilmu Administrasi, Bandung, 1997, p. 19

world prosperity. but that goal can be further elaborated in a deeper explanation. The objectives of international cooperation are as follows:

- a. Increasing the economic growth of the country concerned.
- b. Realizing understanding between countries in creating world peace.
- c. Presents justice and overall well-being for all humanity.
- d. Expanding employment.
- e. Strengthen a sense of friendship between countries.

Such are some things that are expected to be achieved through international cooperation relations. Other, more personal goals can be adjusted depending on the interests of each country that carries out international cooperation relations.

2.2. The Forms of International Cooperation in the Field of Culture Between Indonesia and Japan

At the beginning of the emergence of international cooperation between countries, the sector that was most concerned was economic and state security. But the low politics sector such as education and culture has begun to gain attention in the international community slowly. Moreover, according to the effectiveness of culture as a promotional tool for a country in another country, many countries carry out various collaborations in the cultural field, in addition to establishing good relations between countries and introducing their culture in friendly countries, as well as to achieve various national interests. An example of cultural cooperation between countries is the collaboration between the Directorate General of Culture of the Ministry of Education and Culture (Kemendikbud) of the Republic of Indonesia and the Japanese Embassy in holding a historical exhibition titled “Jagung Berbunga di Antara Bedil dan Sakura”. In this exhibition various types of historical objects were exhibited such as documents, posters, photographs and paintings. One interesting example of this collection is the paintings and sketches of Japanese artist Ono Saseo which are juxtaposed with photos depicting social conditions in the land of Java. This exhibition,

aside from being held to strengthen relations between Indonesia and Japan that have been established for a long time, especially in cultural aspects, was also carried out in commemoration of the 110 years of National Awakening which coincided with the 60th anniversary of diplomatic relations between Indonesia and Japan. Ministry of Education and Culture Director General of Culture Hilman Farid hopes that the implementation of this activity is expected to further open opportunities for cultural cooperation between the two countries so that stronger, broader and more dynamic relationships can be established in the future⁴⁵.

In the past, cooperation between countries was identical to the full role of the government of each country concerned. But now in the era of globalization, the role of non-state actors is no less important in the efforts to establish cooperative relations between countries. Often non-state actors involved become a media liaison between countries that are making a partnership. One example of a non-state actor that is a bridge to cooperation between countries is JKT48 which is the media that connects Japan and Indonesia. Since debuting in December 2011, many events related to cooperation between the two countries have also been enlivened by the appearance of this group. As an example of the form of popular culture, JKT48 managed to get the attention of the public, especially the people of Indonesia and raised their curiosity about Japanese culture because JKT48 often performed various songs in Japanese. Therefore, they also often appear in various events related to Japan, so that both directly and indirectly they also promote the event to the general public. JKT48's role is increasingly seen when they are appointed as a support team for the 60th anniversary of diplomatic relations between Indonesia and Japan. Cooperation that is bridged by things that have a place in the hearts of the people of the destination

⁴⁵ Sindonews.com, "*Kuatkan Kerjasama Budaya dengan Jepang, Kemdikbud Gelar Pameran*", <https://nasional.sindonews.com/read/1327160/15/kuatkan-kerjasama-budaya-dengan-jepang-kemdikbud-gelar-pameran-1533204226> accessed on March 30, 2019

country will have a greater chance of success than cooperation that uses something that is not familiar to the people of the destination country.

3. Nation Branding as a Strategy to Achieve National Interest

3.1. The Concept of Nation Branding

To ensure that diplomacy and cooperation that are to be established by a country against other countries can be carried out, countries that want to do diplomacy and cooperation with other countries must have their own attraction which can trigger interest from other countries towards the interested countries. In addition, countries that want to establish diplomacy or cooperation with other countries must also build a good image of the target country so that their intended interests can be achieved. To build a good image in front of other countries, a country must carry out a promotion which in international relations is known as national branding. Nation branding was initially presented as a destination branding, which has the main goal of tourism investment in the form of attracting foreign tourists to come to the country. However, as time goes on nation branding is not only done domestically but also carried out abroad, especially in countries that want to be invited to cooperate or diplomacy. Nation branding is now a form of reflection of history, tradition, culture, skills, and productivity of a country's society which is then packaged in such a way as to become the material for the commercialization of the country concerned⁴⁶.

According to Qin Sun, nation branding is an image and reputation of a country that is formed based on perceptions that are formed and defined by people outside the country. In general, their perceptions are formed based on stereotypes, media coverage related to a country, and

⁴⁶ Sri Rahayu dan Reni Kristina Arianti, *Persepsi Nasional Branding Sebagai Upaya Meningkatkan Kinerja Ekspor ke Jepang dan Australia*, Universitas Indonesia, Depok, Jawa Barat, 2014, p. 3

personal experiences of those who have visited a country then feel the atmosphere of the country they are visiting⁴⁷. One of the things that becomes a benchmark for the success of implementing a nation branding by a country is culture, which is believed that the view of the culture of a country can influence the views of the country concerned. Moreover, culture has become an effective means of introducing a country and strengthening a country's branding against other countries⁴⁸.

The term nation branding was first put forward by an English consultant named Simon Anholt in 1996. At that time he stated that a country and place could be seen and considered as a brand. This statement shocked the political world and the global economy at that time. Although this concept is arguably new in the science of international relations, many international relations researchers use this concept in the form of publications, studies and consulting projects⁴⁹. Ying Fan said that it is difficult to define definitively about nation branding⁵⁰. Keith Dinnie argues that nation branding can be defined as a unique multi-dimensional element of various elements that make a country different and the relevance of culture to all the target groups⁵¹. Nation branding can be done by promoting cultural aspects owned by a country, because other national cultures are unique according to people who do not know it. Examples of cultures that can be used as a branding tool for a country are language, dance, customs, literature, and music.

⁴⁷ *Ibid*

⁴⁸ Julie Anne Lee dan Jacqueline J. Kacen, *Cultural Influences On Consumer Satisfaction With Impulse And Planned Purchase Decisions*, *Journal of Business Research*, 2008, 61, p. 265-272

⁴⁹ Muhammad Irhan Diaz, *Upaya Promosi Jazz Sebagai Bentuk Nation Branding Amerika Serikat di Era Perang Dingin*, *Jurnal Analisis Hubungan Internasional*, Vol. 7 No. 3, Desember 2018, p. 218

⁵⁰ Fan, Ying, *Branding the Nation: What is Being Branded?* <https://phdessay.com/fan-ying-branding-the-nation-what-is-being-branded/> accessed on March 8, 2019

⁵¹ Keith Dinnie, *Nation Branding: Concepts, Issues, Practice*, Oxford, UK, Butterworth-Heinemann, 2008, p. 15

3.2. The Application of Nation Branding to Achieve National Interest

Initially, the main goal of nation branding itself was to create a positive impression that would support the competitiveness of national brands to compete in the international market. But over time, nation branding is done to build the image of a country in another country in order to achieve the country's national interests. Nation branding as an effort to build a positive image of a country in another country is important because if a country has a bad image, their willingness to compete internationally will also face obstacles⁵². By building a good image of a country in the eyes of other countries, it will facilitate the establishment of good relations between countries based on the success of nation branding. In addition to facilitate the relations between countries, the success of nation branding also has an impact on the popularity of the country that does the branding. The country can become famous among foreign tourists and of course this can increase state revenues from the tourism sector which often becomes the main destination of foreign tourists.

One example of a country that uses culture as a tool for nation branding for its country is Japan. In the early 20th century, Japan was known as a country that colonized other countries and left a bad image in their former colonies, including Indonesia. After their defeat in World War II, Japan slowly rebuilt their image in the eyes of other countries including Indonesia. For starters they registered their country as members of the United Nation Educational, Scientific, and Cultural Organization (UNESCO) in 1951. Through this organization Japan tried to build an image that their country was a country that loved peace by promoting the traditional arts they had⁵³. Then in 1962 the Japanese government established the Society for Teaching Japanese to Foreigners

⁵² Muhammad Irhan Diaz, Op.cit

⁵³ Nuraini, *Diplomasi Kebudayaan Jepang Terhadap Indonesia Dalam Mengembangkan Bahasa Jepang*, JOM FISIP Volume 4 No. 2 Oktober 2017, p. 2

to provide opportunities for foreigners who wanted to learn Japanese, especially for foreign experts, therefore the experts from abroad could work in Japan without obstruction of language barriers. Then in 1972 the Japanese government established The Japan Foundation which is a legal body that aims to promote cultural exchange activities between Japan and other countries in the world.

Indonesia as a country that has a diversity of both ethnicity, race and language also does not waste the wealth of their culture to build a positive image in the eyes of the world. The Indonesian government, through overseas embassies, intensively introduced various kinds of Indonesian culture such as dances, food and clothing to the residents of the country so that the people there could get to know Indonesia. In addition, this is important to do to build the image that Indonesia is a country that despite having many different tribes and cultures, unity and peace are the main things that must be upheld. Having been able to build a positive image in other countries, of course the various national interests of the country relating to foreign countries will be easily accommodated and achieved.

3.3. The Implementation of Popular Culture in Nation Branding

In addition to using native culture as a tool for nation branding, there are some countries that use popular culture as a tool for their nation's branding. Some examples of popular culture that are often used as tools for nation branding are film and music. Both of these are very effective to be used as a tool for a nation's branding because it is easily accepted by the general public of all groups. If the media used for nation branding is easily accepted by the general public of the target country, it is certain that the national interests of the countries that do the branding will be more easily fulfilled and get support from the target countries. As a country that relies on culture for their country's branding, Japan also uses popular culture as a tool for their

nation branding. Examples of Japanese culture popular in the world are dorama, anime, and manga. In addition there are also other famous Japanese pop culture in the world, namely the idol group AKB48 which has had many sister groups in various countries. Thanks to popular culture that is well-known throughout the world, many places that are used as background stories in both the drama and anime have become famous and crowded with tourists from various countries. This shows that cultural popularity has a direct impact on the image formed about a country. If popular culture gets a positive response from the general public, certainly the image of the country concerned will be good in the eyes of the public.

To do nation branding via popular culture, Indonesia is still not as intensive as when they use mainstream culture as a tool for nation branding. There is no popular culture that is capable enough to introduce Indonesia in the international world like their mainstream culture, both from the film industry and the music industry. But there is a form of popular culture that is enough to introduce Indonesia to foreign countries, especially Japan, namely JKT48. Although it is a sister group of AKB48, JKT48 still carries Indonesian names in every appearance. In addition, the presence of JKT48 in the Indonesian music industry is also evidence that the two countries that have had a history that is not good can work together and establish friendships to achieve the national interests of both countries.

4. The Implementation of Cultural Diplomacy and International Cooperation in Indonesian and Japanese Relations

Cultural diplomacy is the most common pattern of diplomacy applied by various countries in the world. This diplomacy pattern is most popular because in addition it does not require large costs, cultural diplomacy is easily accepted by the international community. A culture that is owned by a country can be a tool for effective nation branding to build a good image of a country in another country. If the cultural promotion carried out by a

country succeeds in attracting sympathy from the international community, the image of the country that carries out cultural diplomacy will certainly be good and make it easier for them to achieve their national interests. Besides native culture, there is a popular culture that is also used as a tool of diplomacy. Popular culture is often considered more effective in promoting and building the image of a country compared to indigenous culture, because it is easier to find in everyday life. Popular culture is also considered to be more attractive than native culture. Some examples of popular culture are film, music, and food. The three things above are effective enough to be used as a tool to build the image of a country because it is able to be a representation of the country concerned. If the image of a country is good in the eyes of other countries, certainly cooperation will be easily established between the two countries. If the two countries have cooperated well for a long period of time, there will certainly be an interdependence relationship between the two countries, where both countries will need each other in their efforts to achieve their national interests.

Examples of countries that intensely carry out cultural diplomacy are Indonesia and Japan. In the past these two countries had a dark history. Japan colonized Indonesia in 1942 to 1945, and this event left a bad memory in the memories of the Indonesian people. But since its defeat in the second world war, Japan tried to rebuild their image in the international world, including with Indonesia. To improve relations between the two countries, Indonesia and Japan signed a peace treaty in 1958. Since then mutually beneficial cooperation has been carried out by the two countries in various fields such as economics, politics and social culture. Of the many collaborations that have taken place between the two countries, the socio-cultural sector is one of the sectors that has become the main focus for both countries. These two countries realize that culture is one of the most effective media to build an image and introduce each country. for the sake of maintaining good relations between the two countries, of course the population of each country must know each country, so culture is chosen as a means of introducing the

two countries. After a long period of good cooperative relations between Indonesia and Japan, interdependence relations between the two countries emerged. This happened because the two countries had understood each other and had national interests related to each other. Relevant national interests make Indonesia and Japan dependent on one another, because if there is no understanding between countries, the national interests of the two countries will not be fulfilled.

5. JKT48 Concepts and Actions in Indonesia

JKT48 was formed in Jakarta as the first official sister group of AKB48 which was outside of Japan on November 2, 2011. The first generation of JKT48 was selected from applicants who lived in Indonesia during the audition. As a result of the final audition held in Jakarta, 28 participants were selected as the first generation of JKT48 by AKB48 producer Akimoto Yasushi. The concepts of AKB48 and JKT48 are the same, namely “Idol you can meet”, but then JKT48 slightly modified their concept to become “Idol who comes to meet you” to attract people who don’t know them yet⁵⁴. Not only can seen from television or magazines, but also their fans can meet them directly by going to the theater where they regularly perform⁵⁵. When Akimoto Yasushi, a producer from AKB48 came to Indonesia to attend the first generation JKT48 member selection, she hoped that JKT48 would become a bridge of friendship between Indonesia and Japan, especially through the cultural field because JKT48 itself was thick with Japanese nuances⁵⁶. JKT48 also starred in various advertisements, especially products from Japan, such as Otsuka’s Pocari Sweat⁵⁷, Rakuten online shopping

⁵⁴ Kompas.com, “*JKT48 Memasuki Masa Baru Setelah 8 Tahun Bermusik*”, <https://entertainment.kompas.com/read/2019/04/18/173058910/jkt48-memasuki-fase-baru-setelah-8-tahun-bermusik> accessed on April 18, 2019

⁵⁵ Japanese Station, “*History of AKB48 : Part 1*”, <https://japanesestation.com/history-of-akb-prologue/> accessed on April 14, 2019

⁵⁶ Rizky Soraya, “*JKT48 as the New Wave of Japanization in Indonesia*”, *Allusion* Volume 02 Number 02, August 2013, Universitas Airlangga, p. 9

⁵⁷ Tribunseleb, “*JKT48 Perkuat Iklan TV Produk Pocari Swet Terbaru*”, <http://>

sites⁵⁸, Laurier, Honda BeAT esp⁵⁹, and Sharp. Especially for Pocari Sweat ads, this is the first time JKT48 has appeared on Indonesian television. They appear cheerful and energetic so they quickly get the attention of the Indonesian people. Besides that, Pocari Sweat which has become a product from Japan which has been quite well-known in Indonesia for a long time also made JKT48 quickly known in Indonesia. Then they were appointed as ambassadors for Pocari Sweat, which then made them appear in many Pocari Sweat advertisements and helped them gain popularity before the Indonesian people⁶⁰. Unlike most girl groups that appear from stage to stage, JKT48 does not perform regularly from stage to stage in music shows on television so that it arouses curiosity from Indonesian music lovers. So people know JKT48 for the first time from Pocari Sweat Ads, the JKT48 TV program, then they look for other information through the internet such as following JKT48 operation team or certain member social media accounts on Twitter, Facebook or Instagram, watching their performance videos on Youtube, and finally visited their theater at FX Sudirman mall.

Another unique concept of JKT48 is “growing and developing with fans”. In this concept fans are invited to follow the development of their idol members from the start so they can achieve their dreams and establish close relations between fans and their idols. From this concept JKT48 members make their fans an important part of achieving success. Supported by the concept of interesting music, good sound, and the support of loyal

www.tribunnews.com/seleb/2011/12/04/jkt-48-perkuat-iklan-tv-produk-pocari-swet-terbaru accessed on April 14, 2019

⁵⁸ Oketechno, “*Situs Belanja Rakuten Gandeng Girls Band JKT48*” <https://techno.okezone.com/read/2012/02/29/55/584813/situs-belanja-rakuten-gandeng-girls-band-jkt48> accessed on April 14, 2019

⁵⁹ Kompas.com, “*Alasan Mengapa Honda Pilih JKT48 Untuk BeAT eSP*”, <https://otomotif.kompas.com/read/2015/01/02/134955715/Alasan.Mengapa.Honda.Pilih.JKT48.untuk.BeAT.eSP> accessed on April 14, 2019

⁶⁰ Ryan Adi Putra, “*JKT48 as A New Pop-Culture Phenomenon in Indonesia: The Emergence and Influence of Idol Culture In Jakarta Area*”, Keio Associated Repository of Academic Resource, 2015, p. 17

fans, JKT48 won competitions between vocal groups at that time, they managed to get the attention of Indonesian music lovers, gained sympathy and were accepted by many young Indonesian people. JKT48's success in forming a network of loyal fans has also played an important role in their existence in the world of Indonesian music since 2011 until now. This is what distinguishes JKT48 with boy band and girl band who became competitors at that time. The fan base that was not strong, the lack of a regeneration system, and the lack of innovation and creativity made them disband at least 3 years after their debut. On the other hand, JKT48 with their unique concept and marketing strategy has succeeded in maintaining their popularity in Indonesia⁶¹.

One of the unique things that JKT48 has is theater. JKT48 Theater is located on the floor of the F4 mall FX Plaza Sudirman, Central Jakarta and it was officially opened to the public in 2012. Besides being a regular venue for JKT48 members, the theater is also a place where fans can meet with their idol members and provide support almost every day. Theater is also a place for various fan bases from various members to create projects for the members they support. The theater capacity of JKT48 can accommodate a maximum of 330 spectators, both spectators sitting or standing. For people who want to watch the show, they must buy a ticket via email according to the schedule of the show they want to watch. According to the official JKT48 website, the ticket price for the show is IDR 120,000 for men and IDR 60,000 for women and students. Prices for women and students are different to increase the diversity of fans which since the beginning of the theater was opened to the public dominated by men. Until now, JKT48 has brought 10 different setlists in the theater, namely "Pajama Drive", "Renai Kishi Jourei (*Aturan Anti Cinta*)", "Boku no Taitou (*Matahari Milikku*)", "Dareka no Tameni (*Demi Seseorang*)", "Seishun Girls (*Gadis-Gadis Remaja*)", "Te wo Tsunaginagara (*Sambil Menggandeng Erat Tanganku*)", "Theater no Megami (*Dewi Theater*)", "Saishuu Bell ga Naru (*Bel Terakhir*)"

⁶¹ *Ibid*, p. 19

Berbunyi)”, “Saka Agari (Back Hip Circle) “, and” *Tadaima Renaichuu (Sekarang Sedang Jatuh Cinta)*”⁶². In addition to regular shows, theaters also hold many JKT48 events such as JKT48 Valentine Event, JKT48 Ramadhan Event, and JKT48 New Year Event. JKT48 theater is always crowded with visitors on every day of the show, especially on weekends because there are 2 shows and sometimes there are special shows on weekends.

Until now JKT48 has released 23 song singles and 21 albums in various forms and editions⁶³. This is quite good considering that in this digital age the sale of singles or physical albums has become very difficult. In the second quarter of 2017 JKT48 Festival album sales penetrated 150 thousand pieces. A good sales strategy by selling CDs through fast-food restaurant outlets and various bonuses obtained from purchasing CD albums such as exclusive photos to coupons to participate in handshake events or handshakes with idol members managed to boost sales of JKT48 physical CD albums to win double platinum awards⁶⁴. JKT48 also has a special event that provides a forum for fans to vote for the songs they like the most to be delivered by members in this event. This event is called JKT48 Request Hour. There are three hundred songs that can be chosen by fans, starting from the longest songs to the most recent songs can be chosen by fans. To vote, fans can buy music download cards, watch shows at the theater, and buy JKT48 CDs and singles. This also boosts the sales of their album CDs or singles because there are many fanbases that buy CD albums or singles to vote for the songs that are sung by their favorite members and are delivered at this Request Hour event⁶⁵.

⁶² JKT48 Official Website, “*JKT48 Theater*”, <https://jkt48.com/theater?lang=id> accessed on April 15, 2019

⁶³ Kompas.com, “*Delapan Tahun Terbentuk, JKT48 Telah Buahkan 300 lagu*” <https://entertainment.kompas.com/read/2019/04/18/164000010/delapan-tahun-terbentuk-jkt48-telah-buahkan-300-lagu> accessed on April 18, 2019

⁶⁴ JawaPos.com, “*Ini Rahasia JKT48 Bisa Menjual CD Sampai Tembus Double Platinum*” <https://www.jawapos.com/entertainment/music-movie/13/08/2017/ini-rahasia-jkt48-bisa-menjual-cd-sampai-tembus-double-platinum/> accessed on April 15, 2019

⁶⁵ JKT48 Official Website, “*JKT48 Request Hour 2019*”, <https://www.jkt48.com/reqhour2019?lang=id> accessed on April 16, 2019

CHAPTER 3

THE EFFECT OF JKT48 ON CULTURAL DIPLOMACY BETWEEN INDONESIA AND JAPAN

1. The Role of JKT48 in Cultural Diplomacy Missions between Indonesia and Japan

Indonesia and Japan have established diplomatic relations from 1958 to the present, in other words, approximately 60 years already Indonesia and Japan have established diplomatic relations for the progress and national interests of each country. Various types of cooperation agreements in various fields have been agreed upon, including in the fields of economics, politics, culture, education and technology. This is mutually beneficial between the two parties, because as a country, there are some national interests that cannot be achieved only from within the country, and it needs the help of other countries that have similar interests to help each other to achieve the national interests of the country concerned. In order to reach agreement between the two countries, in addition to the need for interrelated national interests, diplomacy carried out by both countries is also needed. If diplomacy is carried out smoothly, cooperation between countries will also be smooth and successful. Conversely, if diplomacy is done fails, it does not rule out the possibility of conflict both trade conflict and military conflict.

Diplomacy was carried out to safeguard the sovereignty and independence of the country, because in the early days of developing diplomacy there were still many wars between countries to expand power or take natural resources belonging to other countries. But after the end of the war, the diplomacy that carried out by countries in the world is more directed towards cooperation to advance the economy, trade, cultural recognition, and state branding in the eyes of residents of other countries. Post-war diplomacy is considered more efficient compared to diplomacy in the war era because it is more innovative, unique, the use of strategies that are more

easily accepted, and more mutually beneficial goals between countries that are diplomatic. One form of diplomacy that is very popular with various countries is cultural diplomacy. Culture is considered effective as a tool of diplomacy because foreign cultures of a country that have never been known before can attract the attention of other citizens and the interests of the state can be more easily achieved. The emergence of popular culture as a development of mainstream culture increasingly emphasizes that culture is the most effective thing to be used as a tool of diplomacy because popular culture is more easily accepted and understood by the general public. Moreover, popular culture is synonymous with films and music that are liked and easily attract the attention of all people. If a country's popular culture is easily accepted by residents of a foreign country, the country's branding will be better and the country's interests in carrying out the branding will be more easily achieved.

One example of popular culture that is quite interesting is JKT48 in Indonesia, JKT48 is the sister group of AKB48 which is a famous idol group from Japan. JKT48 is a new form of popular culture from Japan in addition to music, manga, anime, Japanese drama, and fashion. Previously, Japan was known in Indonesia as a large exporter of motorized vehicles and electronic goods and quite a lot of factories and branch offices in Indonesia. JKT48 was officially launched in November 2011 when South Korean popular culture such as K-Pop and Korean Wave reached the peak of its popularity and became one of the popular culture phenomena in Indonesia. This is a particular challenge for the management of JKT48 and Dentsu as the parent company to enhance JKT48's image in Indonesia. Aside from Korean Wave, another challenge came from cultural differences between Indonesia and Japan because JKT48 was launched by adopting the AKB48 concept and marketing system which was completely different from the entertainers who had existed in Indonesia before. But there is one thing that makes JKT48 able to survive in Indonesia, namely AKB48 fans. Many AKB48 fans were interested in JKT48 and later turned into JKT48 fans. In

addition, the new concept offered by JKT48, namely “Idol you can meet” which allows fans to interact with their idols in various events held by management can attract ordinary people to become fans of JKT48.

In addition to being the first idol group in Indonesia, JKT48 is also expected to be a cultural promotion tool between Indonesia and Japan because JKT48 is a form of cultural mixing between Indonesia and Japan. JKT48, which adopts Japanese concepts and culture, is delivered by young Indonesian women. In addition, there are also some AKB48 members who were transferred to JKT48 to transform their knowledge and experience to JKT48 members, such as Haruka Nakagawa who was transferred in 2012 and Rina Chikano who was transferred in 2014. It is hoped that the AKB48 member JKT48 will be able to attract public attention lay against JKT48 who had just started their careers in the Indonesian music industry. This also became a new thing because previously there had been no foreigners who had a career as an entertainer in Indonesia. In addition to routinely performing regularly in their theaters, the members are also often invited to be guest stars and ambassadors for events involving Japan and Indonesia, therefore this can attract Indonesian people to the event held as a form of collaboration between the two countries. By attending the event, the audience would be more able to understand and understand the characteristics of the two countries, especially in the cultural field and could strengthen diplomatic relations between the two countries.

2. The Effectiveness of JKT48 on Cultural Diplomacy between Indonesia and Japan

Cultural diplomacy is an international negotiation carried out by various countries to achieve their national interests through cultural channels. Cultural diplomacy also puts forward the achievement of national interests of a country while maintaining world peace, so that the main goal of cultural diplomacy is the preservation of world peace without ignoring national interests. What distinguishes cultural diplomacy from diplomacy is that cultural diplomacy does not suggest imposing the use of military power

to achieve its national interests, because from the outset the aim of cultural diplomacy was to achieve national interests through peaceful means.

2.1. JKT48 as Jakarta Tourism Ambassador

JKT48 was appointed as the Jakarta tourism ambassador in the “Enjoy Jakarta” program initiated by the DKI Jakarta Tourism and Culture Office. The signing of the Memorandum of Understanding (MoU) was conducted on October 7, 2015 at the Jakarta Office of Tourism and Culture, by Dentsu Aegis Network / Indonesia as the management representative of JKT48, Arie Budhiman as head of the Jakarta Tourism and Culture Office, and Harris Thajieb as Country CEO Dentsu Aegis Network / Indonesia⁶⁶. JKT48 was appointed as an ambassador to increase the number of Japanese tourists to come to visit Jakarta⁶⁷. JKT48, which is a sister group of AKB48, is considered capable of attracting tourist attention from Japan to spend time visiting Jakarta. Besides, the image of JKT48 is cheerful and energetic and it also considered capable of describing Jakarta which is always dynamic.

Arie Budhiman, head of the Jakarta Tourism and Culture Office, said that Japanese tourists are the main target of the Government Tourism Office. He wanted the collaboration between the Government Tourism Office and JKT48 to increase the number of Japanese tourists to come and visit Jakarta. the Government Tourism Office chooses JKT48 which affiliated to AKB48 in Japan because the scope of its popularity is not only limited to Indonesia, but reaches to Japan. Then he also argued that DKI Jakarta must be promoted by the younger generation, therefore he was optimistic that the appointment of JKT48

⁶⁶ JKT48stuff, “*JKT48 Named “Enjoy Jakarta” Ambassador*”, <https://www.jkt48stuff.com/2014/10/jkt48-named-enjoy-jakarta-ambassador/> accessed on April 20, 2019

⁶⁷ The Jakarta Post, “*JKT48 Named Jakarta Tourist Ambassador*” <https://www.thejakartapost.com/news/2014/10/08/jkt48-named-jakarta-tourism-ambassador.html> accessed on April 20, 2019

as a Jakarta tourism ambassador would be an effective strategy to improve the tourist sector of DKI Jakarta⁶⁸. According to the Central Statistics Agency (BPS), in 2013 the total number of foreign tourists visiting Indonesia reached 8.8 million and the number of tourists from Japan reached 491,575 thousand. The number of Japanese tourists visiting Indonesia reached its peak in 2008 with 546,713 tourists. This number continued to decrease to 475,766 in 2009 and continued to decline until 2011 with 414,817 tourists⁶⁹ before returning to increase in 2012 with 450,687 tourists⁷⁰.

In addition, the idea of strengthening the tourism sector in DKI Jakarta was also inspired by the Jak-Japan Matsuri which is regularly held every year by the Japanese Embassy. Arie believes that DKI Jakarta should also hold a similar festival in Japan where the government can promote Indonesian culture there. Jak-Japan Matsuri is an annual festival organized by the Japanese Embassy in Jakarta that is enlivened by various kinds of Japanese specialties, Japanese-style games, various booths to try Japanese special clothing such as kimono and yukata, and Japanese film screening. In addition to successfully attracting tens of thousands of local residents who are interested in Japanese culture, this festival has also successfully promoted Japanese culture towards young Indonesians who are not familiar with Japanese culture⁷¹. Therefore JKT48 is expected to become a tourism icon of Jakarta and provide its own charm, so when it comes to Indonesia, foreign tourists especially those from Japan not only visit Bali but also visit Jakarta because there are many potential tourism places such as Monas which

⁶⁸ *Ibid.*

⁶⁹ Detikfinance, “*Meningkat, Jumlah Turis Jepang ke Indonesia*”, <https://finance.detik.com/berita-ekonomi-bisnis/d-2219320/meningkat-jumlah-turis-jepang-ke-indonesia> accessed on April 20, 2019

⁷⁰ The Jakarta Post, “*City names Idol Group JKT48 as Tourism Ambassador*”, <https://www.thejakartapost.com/news/2014/10/09/city-names-idol-group-jkt48-tourism-ambassador.html> accessed on April 20, 2019

⁷¹ *Ibid.*

is a symbol of the city and various kind of street food⁷². Apart from that not only to increase the number of Japanese tourists coming to Indonesia, the program is also expected to strengthen bilateral relations between Indonesia and Japan.

2.2. JKT48 as the Tourism Ambassador of Hakodate City, Hokkaido, Japan

Hakodate City, located in Hokkaido prefecture, Japan, appointed JKT48 as a tourism ambassador in an effort to attract tourists from Indonesia and various other Southeast Asian countries. Some members came as representatives of the sister group of the biggest idol group in Japan AKB48 to visit Hakodate City Hall and receive their appointment as Hakodate tourism ambassadors from Major Toshiki Kudo on January 30, 2017⁷³. Melody Nurramdhani Laksani as General Manager of JKT48 Theater hopes that Indonesian people can feel the cold of Hokkaido because in Indonesia the temperature is heat not like in Hokkaido. She also considers Hakodate to be an alternative tourist destination because Hakodate is a city that has a unique culture compared to other cities in Japan such as Kyoto and Tokyo⁷⁴. In addition, he said that promotion through social media is an effective thing to promote Hakodate, especially in Indonesia. Toshiki Kudo, Major of Hakodate said that during his meeting with members of JKT48, he also heard that the number of people traveling abroad had increased along with Indonesia's economic growth. He also later joked

⁷² Republika.co.id, "Yes, It's JKT48..." <https://www.republika.co.id/berita/en/travelling-2/14/10/08/nd4ewo-yes-its-jkt48> accessed on April 20, 2019

⁷³ The Japan Times, "Pop Group JKT48 Appointed as Tourism Ambassador for Hokkaido City", https://www.japantimes.co.jp/culture/2017/01/30/entertainment-news/pop-group-jkt48-appointed-tourism-ambassadors-hokkaido-city/#.XLs3sEhS_Mw accessed on April 20, 2019

⁷⁴ Oke Celebrity, "Wow, JKT48 Menjadi Ambassador Wisata Kota di Jepang", <https://celebrity.okezone.com/read/2017/02/02/33/1607797/wow-jkt48-jadi-ambassador-wisata-kota-di-jepang> accessed on April 20, 2019

that he would visit Indonesia someday. JKT48's activities as a Hakodate tourism ambassador are quite dense, such as video recordings for the promotion of local tourist destinations, including Hakodate Asaichi, the famous morning market providing various types of fresh fish, and Goryokaku Tower, a 107-meter tower used by tourists to see the entire city view .

The appointment of JKT48 as an ambassador for Hakodate tourism has an impact on the overall image of Japan in Indonesia. This is indicated by an increase in the number of tourists from Indonesia going to Japan in 2017 and 2018. In 2016 before the appointment of JKT48 as a Hakodate tourism ambassador, the number of tourists from Indonesia visiting Japan amounted to 270,000 people⁷⁵. After the appointment of JKT48 as Hakodate's tourism ambassador in early 2017, the number of Indonesian tourists visiting Japan increased to 352,200 people⁷⁶. This number has increased again in 2018, where the number of tourists from Indonesia who visited Japan reached 400,000 people⁷⁷. This shows the success of Japan, especially the Hakodate region in carrying out the strategy of nation branding in Indonesia. They use JKT48 as a tourism ambassador to introduce their tourism industry to Indonesians. Intense news, then supported by external factors such as the number of cheap tour package promotions to Japan managed to increase the number of Indonesians traveling to Japan.

⁷⁵ Kompas.com, "*Kunjungan Wisatawan Indonesia ke Jepang Melonjak Tajam*", <https://travel.kompas.com/read/2017/01/25/192500127/kunjungan.wisatawan.indonesia.ke.jepang.melonjak.tajam> accessed on April 22, 2019

⁷⁶ Detik Travel, "*Tahun 2017, Makin Banyak Turis Indonesia Traveling ke Jepang*", <https://travel.detik.com/travel-news/d-3906153/tahun-2017-makin-banyak-turis-indonesia-traveling-ke-jepang> accessed on April 22, 2019

⁷⁷ Sindonews.com, "*Wisatawan Indonesia yang Berkunjung ke Jepang Capai 12,7%*", <https://lifestyle.sindonews.com/read/1384935/156/wisatawan-indonesia-yang-berkunjung-ke-jepang-capai-127-1552022812> accessed on April 22, 2019

2.3. JKT48 as the Japan-ASEAN Goodwill Ambassador on Food and Agriculture

2018 is a 45-year anniversary of friendship and cooperation between Japan and ASEAN. On this occasion the Japanese government appointed Melody Nurramdhani Laksani, one of the members of the JKT48 idol group as the Japan-ASEAN Friendship Ambassador in Food and Agriculture on 26 February 2018 to continue the promotion of friendship between Japan and ASEAN. The appointment ceremony is held on February 28, 2018⁷⁸. For Japan and ASEAN countries, food and agriculture are important industries that have improved food culture today. Not only being an important industry, food and agriculture also reflects how unique the culture of ASEAN countries is. Japan has been heavily involved in cooperation in this field and many projects have been implemented in various ASEAN countries with assistance from experts from Japan⁷⁹.

Melody's appointment as the Japan-ASEAN Friendship Ambassador in the Food and Agriculture field was not without reason. Japan's representative to ASEAN, Kazuo Sunaga said that there were two reasons why Melody was chosen as Japan-ASEAN Friendship Ambassador in Food and Agriculture. First, Melody has contributed to the improvement of friendly relations between Japan and Indonesia through its position as a JKT48 member. Secondly, with his background as a graduate majoring in agriculture at the University of Padjajaran, she is expected to be able to improve Indonesian agriculture using Japanese technology and provide significant changes to the fields of Food and Agriculture in Indonesia and ASEAN. The Japanese government also hopes that Melody can convey his ideas not only

⁷⁸ Mission of Japan to ASEAN, "*Appointment of Ms Melody Nurramdhani Laksani of JKT48 as the Japan-ASEAN Goodwill Ambassador on Food and Agriculture*", https://www.asean.emb-japan.go.jp/itpr_en/pr18_0301en.html accessed on April 21, 2019

⁷⁹ *Ibid.*

to Indonesia but also to all ASEAN countries⁸⁰. Apart from that, the appointment of Melody, which is well-known in Indonesia and Japan, is also an attempt by the Japanese government to increase the curiosity of the younger generation towards agricultural issues in ASEAN, with JKT48 members for example⁸¹.

With her appointment as the Japan-ASEAN Friendship Ambassador in the field of Food and Agriculture, it is hoped that Melody can share the knowledge she has gained in the education bench and the experience she has gained in his participation in various food and agricultural projects to the ASEAN community. She also hoped that she could convey a message to the ASEAN community regarding the importance of food and agriculture and the ties between Japan and ASEAN. The Japanese government also hopes that Melody's activities as Japan and ASEAN Friendship Ambassadors can further strengthen cooperation and friendship relations between Japan and ASEAN⁸².

With her role as Japan-ASEAN goodwill ambassador on food and agriculture, Melody builds the image that the issue of agriculture and food is a strategic issue and important for the world community, especially ASEAN. Then she also participated in several events and activities, such as the event of lecture and demonstrations of Japan cuisine organized by the Mission of Japan to ASEAN and the Human Resources Development Project in Food-Related Areas through Partnership Program with ASEAN Universities dispatching Japanese coordinator, funded by the Ministry of Agriculture, Forestry, and Fisheries (MAFF) of Japan. Kazuo Sunaga as the Japanese Ambassador

⁸⁰ The Jakarta Post, "*JKT48's Melody Named Japan-ASEAN Goodwill Ambassador*", <https://www.thejakartapost.com/life/2018/03/01/jkt48s-melody-named-japan-asean-goodwill-ambassador.html> accessed on April 21, 2019

⁸¹ *Ibid.*

⁸² *OpCit.* Mission of Japan to ASEAN, "*Appointment of Ms Melody Nurramdhani Laksani of JKT48 as the Japan-ASEAN Goodwill Ambassador on Food and Agriculture*", https://www.asean.emb-japan.go.jp/itpr_en/pr18_0301en.html

to ASEAN really appreciated for her activities as the Japan-ASEAN Goodwill Ambassador on Food and Agriculture, and her efforts to deepen the knowledge about Japanese technologies and current situation in ASEAN in the field of food and agriculture. Ambassador Sunaga also asked her to continue broadly sharing with ASEAN people what she learns and feels through her experiences⁸³.

2.4. JKT48 as Supporting Artist of JAK-Japan Matsuri 2018

JAK-Japan Matsuri is a form of collaboration between the Japanese and Indonesian governments in their efforts to strengthen their friendship relations in the cultural field. The beginning of the idea of holding the JAK-Japan Matsuri was when the 50th anniversary of diplomatic relations between Indonesia and Japan. At that time the question arose how to maintain the flames of friendship between Indonesia and Japan. From that intention, the Japanese who loved Indonesia were followed by the emergence of sympathy from the citizens of Jakarta and the government of Jakarta, and based on the ties of friendship that had been built since 50 years ago, “JAK-Japan Matsuri” (JJM) was born with hope even though times changes but the friendship between Indonesia and Japan will be increasingly widespread and stronger⁸⁴. Since then JAK-Japan Matsuri has become an annual agenda between the Japanese government and the Jakarta government which is held every September. Besides being able to introduce Japanese culture to the Indonesian people, the Jakarta government also hopes that Japanese people in Jakarta can get to know Jakarta better. JJM opens opportunities for Japanese citizens in Jakarta to get to know Jakarta and the Betawi culture which is an indigenous

⁸³ Mission of Japan to ASEAN, “*Report by Ms. Melody Nurramdhani Laksani, the Japan-ASEAN Goodwill Ambassador on Food and Agriculture to the Japanese Ambassador to ASEAN*”, https://www.asean.emb-japan.go.jp/itpr_en/pr19_0506en.html accessed on May 10, 2019

⁸⁴ Enjoy Jakarta, “*Jak-Japan Matsuri 2017*”, <http://jakarta-tourism.go.id/2015/content/jak-japan-matsuri-2017> accessed on April 22, 2019

culture of Jakarta. Thus it is hoped that the Japanese people will have an interest in Indonesian culture in general and the Jakarta (Betawi) culture in particular⁸⁵.

JJM 2018 is the 10th anniversary of the implementation of JJM in Indonesia. In addition, JJM 2018 also coincides with the celebration of 60 years of diplomatic relations between Indonesia and Japan. Therefore JJM 2018 will be more festive than before. Chiharu Komatsu, researcher in the field of information and culture of the Japanese Embassy in Jakarta hopes that this JJM 2018 will be an opportunity to reaffirm the friendly relations between Indonesia and Japan towards the next decade such as JJM's slogan "Indonesia and Japan will always be together"⁸⁶. As one of the artists supporting the 60th anniversary of Indonesian and Japanese diplomatic relations, JKT48 also enlivened this JJM. In addition to being a supporter of the 60th anniversary of Indonesian and Japanese diplomatic relations, JKT48 is a symbol of friendship between Indonesia and Japan. In addition to JKT48, in 2018 JJM was also enlivened by the appearance of AKB48 as a representative from Japan and collaborating with JKT48. For JKT48 and AKB48, this is the first collaboration with them after the last time they held a joint concert entitled "Bergandengan Tangan Bersama Kakak" held in 2015⁸⁷. In their appearance at JJM 2018, they also held short-term member exchanges as a form of their support for diplomatic relations between Indonesia and Japan which has been going on for 60 years. It is hoped that this short-term member exchange can further strengthen

⁸⁵ Jak-Japan Matsuri, "*Makna dan Tujuan Pelaksanaan JJM*", <https://www.jakjapanmatsuri.id/about.html> accessed on April 22, 2019

⁸⁶ The Jakarta Post, "*High Turnout Expect for Jak-Japan Matsuri*", <https://www.thejakartapost.com/news/2018/09/07/high-turnout-expected-jak-japan-matsuri.html> accessed on April 22, 2019

⁸⁷ Kumparan, "*JKT48 Kembali Berkolaborasi dengan AKB48 di Panggung JAK-Japan Matsuri*", <https://kumparan.com/@kumparanhits/jkt48-kembali-berkolaborasi-dengan-akb48-di-panggung-jak-japan-matsuri-1536383143639232608> accessed on April 22, 2019

relations between Indonesia and Japan, especially in the cultural field⁸⁸.

3. The Impact of JKT48 on Cultural Diplomacy and Interdependence Relations between Indonesia and Japan

3.1. The Impact of JKT48 on Cultural Diplomacy between Indonesia and Japan

Debuting in December 2011, JKT48 which is the sister group of AKB48 managed to maintain their existence until now and become the most successful idol group and vocal group in Indonesia. A strong fan base, innovation and different concepts from the others are the main attraction that has succeeded in making them survive in the Indonesian music industry. In addition to providing a difference in the Indonesian music industry, the presence of JKT48 reinforces the importance of Indonesia to Japan. After the agreement of diplomatic relations between Indonesia and Japan in 1958, relations between the two countries intensified in various fields, ranging from economics, education, to social culture. JKT48 seems to give a new color in diplomatic relations between Indonesia and Japan, especially in the area of social culture.

On October 7, 2015 JKT48 was appointed as Jakarta's tourism ambassador in hopes of being able to boost the number of Japanese tourists to come to Indonesia, especially Jakarta. According to data from the Japan Tourism Board, in 2016 the number of tourists from Japan who came to Indonesia reached 233,387 people, an increase from 2015 which reached 226,699 people according to the same institution. Then, according to the Japan Tourism Board data, in 2017 the number of tourists from Japan visiting Indonesia again increased to 252,497 people. According to data from the Japan Tourism Board the number of tourists from Japan who visited Indonesia again increased in 2018 with

⁸⁸ Kompas.com, "*JKT48 dan AKB48 Beri Pengumuman Penting di JAK-Japan Matsuri*". <https://entertainment.kompas.com/read/2018/09/09/201547610/jkt48-dan-akb48-beri-pengumuman-penting-di-jak-japan-matsuri> accessed on April 22, 2019

260,286 tourists. This increase in the number of tourists shows that the branding carried out by the Indonesian government through JKT48 is quite successful.

JKT48 which is synonymous with Japanese culture also makes it an effective promotional tool for various Japanese brands who want to export their merchandise to Indonesia. Various Japanese brands such as Pocari Sweat, Laurier, Honda, and Yamaha once made them the star of advertising their products. The young and energetic image of JKT48 is considered as a good and suitable representative for the market, namely young people. JKT48 members who are all teenage girls also change the Indonesian society's perspective on the Japanese state that once colonized Indonesia and gave bad memories to the Indonesian people. Japan, which used to be a colonizing nation, has now turned into a partner country in various fields. Besides, a unique and interesting culture has made many Indonesians go to Japan. This is evidenced by the increasing number of tourists from Indonesia who visited Japan. In 2016, there were around 270,000 Indonesian tourists who visited Japan⁸⁹. This number increased in 2017, where the number of Indonesian tourists visiting Japan reached 352,200 people. Most visitors came in April with 45,215 people and in December there were 52,300 people⁹⁰. This number increased again in 2018 where the number of Indonesian tourists who came to visit Japan reached around 400,000 visitors⁹¹. The increase in the number of visitors is proof that Japan's nation branding through the field of popular culture, JKT48, succeeded

⁸⁹ Kompas.com, "*Kunjungan Wisatawan Indonesia ke Jepang Melonjak Tajam*", <https://travel.kompas.com/read/2017/01/25/192500127/kunjungan.wisatawan.indonesia.ke.jepang.melonjak.tajam> accessed on April 22, 2019

⁹⁰ Detik Travel, "*Tahun 2017, Makin Banyak Turis Indonesia Traveling ke Jepang*", <https://travel.detik.com/travel-news/d-3906153/tahun-2017-makin-banyak-turis-indonesia-traveling-ke-jepang> accessed on April 22, 2019

⁹¹ Sindonews.com, "*Wisatawan Indonesia yang Berkunjung ke Jepang Capai 12,7%*", <https://lifestyle.sindonews.com/read/1384935/156/wisatawan-indonesia-yang-berkunjung-ke-jepang-capai-127-1552022812> accessed on April 22, 2019

in attracting tourists from Indonesia, especially after the appointment of JKT48 as the tourism ambassador for Hakodate City, Hokkaido on January 30, 2017. Massive news increases people's curiosity about Japan, especially Hakodate and Hokkaido, which makes JKT48 its tourism ambassador and of course this will increase the number of tourists visiting and spending their holidays there.

Aside from being a tourism ambassador, JKT48 also has a positive impact on various events held based on collaboration from both countries. One example is the annual JAK-Japan Matsuri festival held in collaboration with the Japanese Embassy for Indonesia and the DKI Jakarta government since 2009. Especially in JAK-Japan Matsuri 2018, the festival is on the 60th anniversary agenda of friendship between Indonesia and Japan . As one of the supporters of the 60th anniversary of diplomatic relations between Indonesia and Japan, JKT48 also enlivened the collaboration between Indonesia and Japan along with other supporting artists. The presence of JKT48 certainly provides a special attraction to this event, especially for fans who want to watch their idol performances outside the theater. Their sister AKB48 also came and enlivened this event which would certainly make the festival even more interesting because there are rarely musicians who come and perform in Indonesia. The collaboration of the two idol groups became a powerful magnet for visitors, both from the fans and ordinary people because their concepts were unusual and rarely found so that the general public were interested in watching their performances as well as going around in the various booths provided. The arrival of the general public in large numbers is an example of the success of nation branding that is packaged in popular culture, because the more the general public is interested in a country, the more successful nation branding is carried out by the relevant countries. JAK-Japan Matsuri as a festival held as a means of nation branding for both countries. The presence of JKT48 and AKB48 which are examples of popular

culture succeeded in attracting the interest of the general public, both Indonesians and Japanese tourists who were visiting Indonesia to come to the festival and get to know Indonesian and Japanese culture more closely.

After intensive cooperation between Indonesia and Japan in various fields for more than 60 years, interdependence relations between the two countries will emerge. Interdependence occurs when national interests between countries relate to one another. Indonesia and Japan have collaborated a lot in various fields over a long period of time so that this led to interdependence between the two countries in their national interests. If one country does not agree with the cooperation agreement, then the national interests of the country relating to that country will be disrupted. To avoid this, Indonesia and Japan continue to establish diplomatic relations, one of which is through cultural diplomacy, so that the two countries remain as understanding and do not interfere with the national interests of the two countries. This interdependence is an indicator of the success of cultural diplomacy carried out by Indonesia and Japan.

3.2. Interdependence Relations between Indonesia and Japan in the Field of Culture

Culture is one sector that gets serious attention by both countries. Both Indonesia and Japan understand very well that culture is the most effective tool for building an image in a country. With a very diverse and unique culture, both Indonesia and Japan can use their cultural wealth as a tool to build image in each country. Good image will greatly help the country in cooperating with other countries because the target country people already know and understand how the characteristics of a country and this is what Indonesia and Japan have done in maximizing their culture as a tool of diplomacy. Especially for Japan, they not only use mainstream culture to attract public attention and build their good image, but they also use their popular culture to introduce their country

and build their image in other countries. While Indonesia still relies on mainstream culture which is their cultural heritage to attract the attention of foreigners and build an image in their eyes.

Japan often holds exhibitions and cultural-themed festivals in Indonesia. Japanese embassies in Indonesia in collaboration with the Jakarta government have held an annual festival of JAK-Japan Matsuri since 2009. The festival is held so that Indonesians can get to know Japanese culture in a fun way. In addition to the cultural stand, there is a Japanese food stand that is quite interesting to be visited by the people of Indonesia⁹². Director of the Japanese Embassy Information and Culture Center Ryo Nakamura said that Japan and Indonesia had very close friendship relations. JAK-Japan Matsuri is a way to strengthen that relationship through cultural and food exchanges. JAK-Japan Matsuri 2018 also entered into a series of 60-year commemorative agenda of diplomatic relations between Indonesia and Japan so that many supporting artists such as JKT48, Andien, Tulus, and RAN helped enliven this event.

Moreover, there is the annual Blok M Little Tokyo Ennichisai festival held by The Japan Foundation and the Japanese Embassy in Indonesia in collaboration with the South Jakarta City Government. This festival has been held since 2010 and it was held in the Blok M area of South Jakarta⁹³. Just like JAK-Japan Matsuri, this festival is also filled with food and art booths from Japan to introduce traditional and modern Japanese culture to the general public. Besides holding cultural and culinary exhibitions from Japan, Ennichisai also held exhibitions of Indonesian culture such as *sinden* and *angklung* combined with Japanese culture so that they could attract the attention of Japanese

⁹² Tempo.co, *Beginilah Perbedaan Jak-Japan Matsuri 2018 dengan tahun Sebelumnya*, <https://metro.tempo.co/read/1125035/begini-perbedaan-jak-japan-matsuri-2018-dengan-tahun-sebelumnya/full&view=ok> accessed on Mei 25, 2019

⁹³ Ennichisai, *About*, <https://www.ennichisaiblokm.com/about> accessed on April 25, 2019

people who also came to visit the festival. The theme raised in Ennichisai in 2018 is Ennichisai Passion 9th with the meaning of spirit in living life in accordance with the wishes or aspirations⁹⁴.

In addition to various cultural festivals held by Japan in Indonesia, there is an Indonesian cultural festival held in Japan. The goal is to introduce Indonesian culture that is very diverse because to promote culture is not always done in the country by inviting representatives of other countries. Another way to do this is to hold exhibitions in other countries and be filled with local culture. The Indonesian government sees that the role of culture is very important in the introduction of a country. Through culture, stakeholders can identify things that can be used as something of added value both economically and socially. To maximize this potential, a collaboration festival that highlights culture called Indonesia Week was initiated by “Be Indonesia”⁹⁵. This event is held in Nagoya on 28 to 30 April 2018. According to Dr. Toto Pranoto as the Board of Trustees of Be Indonesia, this event was held not only to introduce Indonesian culture in Japan, but also to further strengthen good relations between Japan and Indonesia.

Then, there is the 2018 Indonesia Festival at Hibiya Park, Tokyo, Japan which was held on July 29, 2018. The event was postponed a day because there was a typhoon storm that hit Japan. This festival is held to commemorate 60 years of diplomatic relations between Indonesia and Japan. Coordinating Minister for Human Development and Culture Puan Maharani said that Indonesia and Japan had become strategic partners in various fields, not only in the economic and political fields, but also in the social and cultural fields. She hopes

⁹⁴ Tempo.co, “*Dua Hari Festival Ennichisai Sedot Ratusan Ribu Pengunjung*”, <https://metro.tempo.co/read/1102692/dua-hari-festival-ennichisai-sedot-ratusan-ribu-pengunjung/full&view=ok> accessed on April 25, 2019

⁹⁵ Oke Lifestyle, “*Perkenalkan Indonesia, Festival Budaya Akan Digelar di Jepang*”, <https://lifestyle.okezone.com/read/2018/04/04/406/1882231/perkenalkan-indonesia-festival-budaya-akan-digelar-di-jepang> accessed on April 25, 2019

that the 60th anniversary of diplomatic relations between Indonesia and Japan can be a strategic momentum for the two countries to further strengthen relations and enhance cooperation for the progress of the two countries⁹⁶.

Festival Indonesia was held as a means to introduce and socialize the richness of Indonesian cultural arts and potential to the Japanese government and the Japanese general public as well as a means of communication for Indonesian citizens living in Japan to continue to preserve the culture of the country along with its customs. The festival is enlivened by Indonesian and Japanese traditional cultural art performances, exhibition areas, workshops, culinary areas, and children's play areas. Various songs, cultural dances from both countries, as well as performances from Indonesian and Japanese singers also enlivened the event. It is hoped that this event can improve relations between Indonesia and Japan not only at the government level, but also to the level of the general public. Some examples of the collaboration between Indonesia and Japan in the field of culture are film festivals, student exchanges to study the arts of each country, and various other partnerships related to culture⁹⁷.

Some of the things above show that Indonesia and Japan have the same importance of introducing their country through the cultural sector. Because of the same interests and goals, they collaborated to organize an event to launch their goals, namely the introduction of the country through culture. Cultural festivals are chosen because they are interesting and can be entertainment for the general public. This is also evidence that the relationship between Indonesia and Japan is an interdependent relationship because if there is no mutual need between

⁹⁶ Kompas.com, "60 Tahun Hubungan Diplomatik Indonesia-Jepang Dirayakan di Hibiya Park Tokyo", <https://internasional.kompas.com/read/2018/07/31/22214231/60-tahun-hubungan-diplomatik-indonesia-jepang-dirayakan-di-hibiya-park> accessed on April 25, 2019

⁹⁷ *Ibid.*

the two countries, the festival is unlikely to be held as a means for both countries to promote themselves through the cultural sector.

CHAPTER 4

CONCLUSION

Cultural diplomacy is the effort of a country to establish good relations with other countries through cultural means. Cultural diplomacy is not only done by the government, but also by non-state actors, individual actors and groups. The main purpose of cultural diplomacy is to build a good image in the eyes of other countries to facilitate the achievement of national goals or interests. One example of a country that uses culture as a tool for their main diplomacy is Japan. Japan in the past was known as a colonial state. After their defeat in World War II, they reorganized their country from the start and strengthened the technology and industry sectors. After strengthening their domestic sector, Japan then improved their image internationally. They try to convince the world that they are peace-loving countries by registering themselves as members of the United Nations Educational, Scientific, and Cultural Organization (UNESCO). This proves that Japan is seriously working on the cultural sector as a tool for their diplomacy. This then continued until the founding of The Japan Foundation in 1972 to facilitate the process of introducing their culture while building their country's image. Indonesia as a country that has a very diverse culture also does not waste their advantages. They are aggressively promoting their cultural wealth to build their country's image while inviting tourists to come and visit Indonesia.

In addition to mainstream culture, popular culture is also considered an instrument of diplomacy and effective nation branding. Popular culture is effectively used as a tool of diplomacy and nation branding because popular culture is very easy to find in everyday life. Some examples of popular culture are music and film. By using popular culture, nation branding that carried out by a country will be more easily accepted by society because people see it every day and popular culture is also very easy to understand by ordinary people. If nation branding carried out by a country is successful, the

national interest of the country will also be more easily achieved. Countries that are able to maximize popular culture as a tool for their country's nation branding are Japan. Japan has Japanese J-Pop, manga, anime and drama that are famous all over the world. Many tourist attractions in Japan are used as the background of Japanese drama and anime stories, so many tourists come to the place after watching it in dramas and anime. In addition, there is another form of popular culture that is a tool for Japanese nation branding, namely AKB48. This Idol group is well-known throughout the world and has several sister groups spread across several countries, one of which is in Indonesia called JKT48. Unlike Japan, Indonesia has not been able to use popular culture as a tool of diplomacy, because the cultivation of Indonesian popular culture has not been as strong and as famous as Japan. However, there is one form of popular culture from Indonesia that is quite interesting, namely JKT48. JKT48 is a sister group of AKB48 originating from Japan. At the beginning of its establishment, JKT48 was expected to be a bridge of friendship between Japan and Indonesia, especially in the cultural and entertainment sectors.

In 2015, the Jakarta government appointed JKT48 as their tourism ambassador with the aim of increasing the number of tourists, especially tourists from Japan, to come and visit Indonesia, especially Jakarta. JKT48 was appointed as an ambassador for tourism in addition to their cheerful and energetic image, also because their popularity is not limited to Indonesia but to Japan. According to data taken from the Japan Tourism Board, the number of tourists from Japan who came to Indonesia from 2015 to 2018 continues to increase. This is enough to show that the appointment of JKT48 as a Jakarta tourism ambassador was able to strengthen the image of Indonesia, especially in the eyes of tourists from Japan so that many Japanese tourists came and visited Indonesia.

Japan also sees JKT48 as good tool for nation branding. This is evidenced by the appointment of JKT48 as the tourism ambassador for the city of Hakodate, Hokkaido in 2017. The appointment of JKT48 as a tourism

ambassador by Hakodate city is to increase the number of tourists from Southeast Asian countries, especially Indonesia. the popularity of JKT48 in Indonesia is considered to be a strong attraction to promote various tourist attractions and cultural properties in Hakodate. The appointment of JKT48 to become the Hakodate tourism ambassador had a positive impact with an increase in the number of tourists from Indonesia visiting Japan when compared to the previous year. The massive coverage of the appointment of JKT48 as a Hakodate tourism ambassador indirectly increased the curiosity of the Indonesian population towards Japan, especially Hakodate and Hokkaido, so that it attracted them to visit and vacation there.

The appointment of JKT48 as a tourism ambassador in Indonesia and Japan proves that popular culture is an effective sector for building nation branding. Its nature that is easy to find anywhere and anytime makes it easy for countries that use popular culture as a tool for nation branding to build an image in the eyes of the public, so that the national interests of the country can be achieved. in addition, JKT48 which is a tool for nation branding in Japan and Indonesia can also enhance good relations between countries because of its role as a bridge of friendship by promoting the culture of both countries.

Good relations between Indonesia and Japan also lead to interdependent relations between the two countries, because of the interests of each country that relate to one another. Especially after the signing of the peace agreement between Indonesia and Japan in 1958. Much cooperation between the two countries in the fields of economics, politics and social culture. Especially in the field of culture, many festivals are held by collaboration between two countries. Some examples of the festival are JAK-Japan Matsuri and Ennichisai held in Indonesia as well as Indonesia Week and Indonesian Festival held in Japan. The holding of the festivals above indicates that Indonesia and Japan are interdependent with each other in the cultural field. As a fellow country that uses culture as a means of diplomacy and nation branding, certainly good cooperation will help ease

their steps towards achieving national interests. This collaboration also occurs because of the benefits obtained by each country, if there are no benefits obtained by each country it is impossible to cooperate and this interdependence relationship will occur.

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