<招待論文>

The Role of Anime and Manga in Indonesia-Japan Cultural Diplomacy

Wahyuni Kartikasari *

Abstract

In diplomacy we recognize the term of public diplomacy. Because public diplomacy uses media related to modern technology, then the development of communication technology also affects the forms of public diplomacy.

Meanwhile, the most familiar to the development of communication technology is the young people. And one of the phenomena that are growing rapidly today among young people, is popular culture, shortly, pop culture. The Pop culture that emerging popularly in the world now such as anime, manga and cosplay come from Japan, and that media can be used to popularize Japanese culture and knowledge about Japan.

This paper explores how the Japanese pop culture as public diplomacy and its influence in Indonesia.

Key words:　pop culture, anime, public diplomacy.

1. Diplomacy in International Relations

Diplomacy is one part of the International Relations studies. In the sense of a traditional approach, diplomacy is understood as the art of negotiating with other countries. Diplomacy can also be interpreted as the art of promoting national interests to the international relations or other countries in various ways.

In diplomacy we recognize the term of public diplomacy. The international relations dictionary mentions the definition of public diplomacy as a state's attempt to influence public opinion in other countries by using instruments such as film, cultural exchange, radio, and television. E.H. Carr writes that the power of opinion is also important in the achievement of political objectives, just like military and economic power and has close ties to both.

Public diplomacy is also known as a political instrument and has long history developed in several countries. Some of the goals of public diplomacy, can be mentioned as follows:

1. Increasing public knowledge about a country, in this case make them think about it, improve the image of the community, and change their opinion about the country.
2. Increasing public appreciation of a country, in this case enhancing their positive perceptions,

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＊　ムハマディア大学、Muhammadiyah University of Yogyakarta

likening their opinion to the country on an issue.

3. Improving relationships with a country, in this case on the scope of education, encouraging the people of other countries to come to a country for a vacation, study, encourage people to consume goods from the country and so on.

Public diplomacy is used by the state, in conjunction with state and non-state actors to understand culture, behavior and manage the relationships, influencing opinions and actions to gain interest.

Although not always labeled as public diplomacy, activities organized within this framework may be cultural promotion or student exchange. For this reason we can then understand the interrelationship of public diplomacy with cultural diplomacy. Cultural Diplomacy as part of public diplomacy, defined as a state effort to fight for its national interests through cultural dimensions, both micro and macro in accordance with the main characteristics, such as propaganda and others in the conventional sense can be regarded as not political, economic or military.

2. Technology Development and The Effect for Diplomacy

The development of technology, especially information and communications technology inevitably affect the world of diplomacy as well. Countries should reassess their diplomacy. Many advantages gained by international relations from the development of information and communication technology, especially in the process of delivering the message. Harold Nicholson mentions that there is a tendency of "the decline of diplomacy" in which the growth and development of technology and communication causes the role and function of the ambassador to decline and diplomats decreased degree of work just as administrative staff or clerk in charge of recording messages and receiving telephones. From this view we understand that public roles can not be ignored. Thus, the complexity of problems and relationships between people supported by technological and communications developments make public diplomacy and cultural diplomacy more and more important and significant.

On the other hand, globalization and all its development make the internet a very common tool used in everyday society life. With internet the problem of communication is not constrained by distance and time. Therefore, public opinion will be very easy to build. Public opinion is the aim of public diplomacy as well as on cultural diplomacy. Culture diplomacy itself is interpreted as a form of diplomacy that proposes the interest of the country in the international world by using cultural media.

The relation between cultural diplomacy and public diplomacy can be seen from 2 (two) consequences, the first is public as object, that is object of country's diplomacy. The second is public as the subject, the public being the subject of participation in state or government diplomacy activities. In this case, we can connect it with multi track diplomacy. The concept of multitrack diplomacy was initiated when it saw the condition that the government would not be able to handle the complexity of diplomacy issues and especially foreign relations in various aspects. Therefore, multitrack diplomacy developed 9 (nine) tracks, namely government, non-government or

professionals, bussiness, citizen, research-trainning and education, advocacy, religion, funding and media or communication. Through multitrack diplomacy, non-government parties can be involved and take a big role in foreign relations activities, especially in the peace building process. Multitrack diplomacy strengthens the role of the public in the diplomacy process because in multitrack diplomacy there are diplomacy actors other than the state, its purpose and function as well as the media used by the actors. These media use culture as the means.

Cultural diplomacy is getting easier to get media for sociolize their activities along with the increasing popularity of film, serial, popular culture, which are then also developing into fashion, comic, food and others. All this then known as pop culture. One pop culture that become popular is a Japanese pop culture, known as anime and manga.

3. Anime and Manga as The Phenomena of Japan Public Diplomacy and Cultural Diplomacy

Over the past few decades, popular Japanese cultural products have been exported, traded and consumed primarily throughout East and Southeast Asia such as Taiwan, Hong Kong, Singapore, Thailand, Vietnam, Korea and Indonesia. Not just fashion magazines in Hong Kong originating from Japan, but Japanese comic books are translated into languages such as South Korea, Thailand, Indonesia and Taiwan also. Japanese anime characters such as Doraemon, Hello Kitty, Ampan Man, Pokemon, Astro Boy, Sailor Moon, One Piece and others can be found in markets in major Asian cities in the form of toys, school and office equipment as well as animated movies that have been translated into the local language.

Pokemon, the animation movie, successfully broadcast in 65 countries and translated into 30 languages. The success of this Pokemon then makes this anime as the main cover of TIME magazine. Doraemon also became one of the anime that has a big influence. Recognizing this, Japanese Foreign Minister Masahiko Koumura in March 2008 named Doraemon as an anime ambassador through the International Anime Award. The recommendation to Doraemon is the result of the decision of the Committee of Pop-Culture Experts and the Japanese Cartoon Association who collaborate also with the Ministry of Foreign Affairs and the Ministry of Culture of Japan. Doraemon is a successful example of a creative global industry. With Doraemon crowned as anime ambassador, Komura says his hope that the world community can know the positive side of Japan through the Japanese anime. Doraemon can go around the world and promote and introduce Japan to the world. It is also hoped that the presence of Doraemon raises the attractiveness of foreign society towards Japan about its culture, tradition, music and technology. All this then formed a fans community that also spread in Asia and America.

Japan used the popular culture as a means of diplomacy with the seriousness of its government focused pop culture in one part in Diplomatic Bluebook 2004 under the name of the program "Cool Japan". Even the monthly magazine of diplomacy published by the Japanese Ministry of Foreign Affairs, Gaiko Foramu (Diplomatic Forum) has a special section for articles on pop culture as a diplomacy tool in several diplomatic issues.

To improve Japanese figures abroad, Japan's foreign ministry, Ministry of Foreign Affairs (MOFA) took the policy by organizing several programs to attract people in other countries. The purpose of these programs is to enhance the image, enhance mutual trust and respect for the Japanese government and Japanese society. MOFA executes several programs such as the use of Japanese pop culture to attract publications and use traditional culture, sports and also enhance the promotion of learning Japanese. And to increase the effectiveness and efficiency of pop culture usage, the Ministry of Japan is cooperating with Japan Foundation that have been spread over in several countries. One of the duties of the Japan Foundation itself is to bridge the publication of Japanese culture with the various countries, It has been located.

Another idea gained from the phenomenon of anime and manga development is the implementation of the World Cosplay Summit since 2003 and the International Manga Award by the Japanese government. Cosplay, an acronym for Costume Play in Japanese called Kospure, is a fashion show and costume of anime and manga characters, as well as other superheroes. Since the World Costume Summit is in line with the Japanese Ministry of Foreign Affairs policy to increase the understanding and interest of the international community towards Japan, since 2006 the government has participated as a sponsor. In 2012, the International Manga Award provided an opportunity for the winners to visit Iwate, one of the areas affected by the earthquake. This visit gives the participants a chance to get to know Japan further.

Another phenomenon that can be shown from Japanese pop culture is the image of J-pop through the presence of AKB48 group that has been mentioned to beat the album sales of Lady Gaga and Justin Bieber with total domestic sales in Japan worth 200 billion US dollars. The Japanese government sees AKB48's potential as one of the public diplomacy agents and elects it as a goodwill ambassadors to China to help ease tensions between the two countries. AKB48 also helped the Japanese government program in raising funds for Tohoku earthquake victims through the "Dareka no Tame ni" project and the sale of the single album "Kaze Wa Fuiteru" as a program to invite investors to buy bonds and ease the burden of Japanese debt.

From the above examples, we can analyze that pop culture can play an important role in Japanese international relations. There are three dimensions to this, namely economic, social and political messages. First, the economic message. Pop culture is considered an economic product. Pop culture is spread all over the world as an economic product, so the first gain is profit economically. Some people explain pop culture from an economic approach, such as the opinion that pop culture can be used to invite foreigners to come to Japan as tourists who can advance the tourism industry. The important value here is the value of hardwork and creativity to create new products for economic purposes.

The second role is social and cultural role. Pop culture not only provides something interesting, but also provides an opportunity to explain about Japanese culture to people abroad. Through this means, it is also explained about the common values of society, such as peace, brotherhood and friendship. In this context, Japanese pop culture has two meanings, one that is charming for economic gain and also attractive in the sense of an opportunity to welcome and accept other cultures. This pop culture provides an opportunity to cooperate, collaborate with other cultures. It is

also hoped that there will be mutual understanding and mutual understanding among the countries involved.

The third role, is the political role. Pop culture is a culture-shaped media, where this culture is used as an element of cultural diplomacy belonging to soft power. Through soft power, all state interests are propose to the international world without coercion and violence. Understanding of the character and condition of Japan through the cultural dimension is necessary for the ease of establishing cooperation between countries in the world with Japan and enhancing the image of Japan.

4. Anime and Manga Development in Indonesia

Japan is one country that is quite consistent to have cultural diplomacy with Indonesia. After going through various dynamics up and down in the number of decades, good relations between the two countries began when Japan began to implement cooperation in the cultural sector with a policy known as the Doctrine of Fukuda. Fukuda's doctrine was able to restore the confidence of the countries in southeast Asia against Japan after the Malari incident in Indonesia that caused a bad image of Japan.

As the world experience with the Japanese pop culture, In Indonesia, the influence of these Japanese pop culture is also felt. The Indonesian public then became familiar with films, fashion, comics, food and others from Japan and Japanese nuances. Anime and manga figures such as Doraemon, Hello Kitty, One Piece and others are also familiar in the ears of Indonesian society especially among young people.

As the Japanese government aims to crown Doraemon as an anime ambassador, in Indonesia Doraemon is also expected to help boost the positive image of Japan as well as diminish the view of the negative J-pop culture.

Not only in Sanghai through SNH48 and Taipei with TPE48, Akimoto Yasushi, the main producer of AKB48 spread the AKB48 fame by establishing JKT48 in Jakarta. In 2013, as a supporter of the creative economy program, the Ministry of Education and Creative Economy of Indonesia and Ministry of Education, Culture, Sports, and Science and Technology (MEXT) of Japan held a partnership to develop the potential of AKB48 and JKT48 in various aspects.

The Japanese Culture Festival is also as an interesting attraction in Indonesia. As an annual event, Japan Foundation held JakJapan Matsuri which utilizes pop culture as an attraction and means of cultural diplomacy of Japan. Matsuri itself has a meaning as a festival or celebration in Japan. In the Kyushu area, the Matsuri that takes place in the fall is called kunchi. While various matsuri held throughout the year in various places in Japan. Most of the Matsuri organizers are Shinto shrines or Buddhist temples. In JakJapan Matsuri festival is displayed various Japanese cultural arts such as Bon Odori popular Japanese folk dance that has been 600tahun, yukata fashion, art, music group and famous Japanese singer and Japanese culinary.

In addition to the official institution, other Japanese festivals are also held by private parties and the public at precise exhibitions in Indonesia. Festivals can include trade shows of Japanese

products and pop culture, as well as festivals of hobbies and communities such as Cosplay and others. Some of them are Japan Expo, Japan Wave Expo, Japan Festival, Anime Festival Asia Indonesia, Anime Japan 2016, Anime Festival Asia 2016, Popcon, Art and Culinary Japan, Cosplay Show and Competiton, Japan Korea Jako Fest and others.

From the description above then we can see, that the way Indonesian young people know Japan through pop culture, a very familiar means in their environment. We can see that Japanese things are popular in Indonesia. In addition to anime, manga, fashion and lifestyle, restaurants such as Hakone Ramen, Marugami Udon, Sushi Tei, Pepper Lunch and others offering Japanese food have begun popular in Indonesian food centers. It is easy to find Japan nuance everywhere in Indonesia.

5. Conclusion

Diplomacy as a study of International Relations has many models. Among them are cultural diplomacy as part of public diplomacy. Like public diplomacy, cultural diplomacy is an international relations technique that relies on soft power. One of the essence of diplomacy is the process of getting to know each other and understand the character, characteristics and customs of each country.

In the old era, the way to know a country can be through historical literature, the knowledge gained from lessons about the countries in school and story from the parents. In modern times with the development of advanced means of communication can facilitate the process of getting to know each other, the young people of the world know other countries through the internet and other means of communication. Young people are deeply involved with the development of communication technology. Media such as movies, social media, facebook, instagram, twitter, youtube and others are can be a medium of introduction or know each other.

Now, young people of the world and Indonesia in particular can know Japan further through the means they like and know well pop culture such as anime, manga, cosplay, harajuku style and others. So through anime and manga, japan can introduce itself to the international world and in Indonesia in particular.

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