

**DORAEMON AS SYMBOL OF JAPANESE 2008 CULTURAL
DIPLOMACY IN INDONESIA**

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ENDORSEMENT PAGE

This undergraduate thesis entitled:

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MOTTO

“Peliharalah Allah, niscaya Dia akan memeliharamu. Peliharalah Allah, niscaya engkau akan menjumpai Nya di hadapanmu.

Kenalilah Allah saat senang, niscaya Dia akan mengenalmu saat kamu susah.

Apabila kamu meminta, mintalah kepada Allah

Dan apabila kamu meminta pertolongan, mintalah kepada Allah.

Ketahuiilah bahwa seandainya suatu umta sepakat untuk memberikan manfaat kepadamu dengan sesuatu, mereka tidak dapat memberikan manfaat kepadamu kecuali dengan sesuatu yang telah ditakdirkan oleh Allah atas dirimu.

Seandainya mereka sepakat menimpakan bahaya kepadamu, mereka tidak dapat menimpakan bahaya kepadamu kecuali dengan sesuatu yang telah ditakdirkan oleh Allah atas dirimu.

Qalam telah diangkat dan lembaran telah kering”

(HR. Tarmidzi)

“Sesungguhnya Allah tidak akan merubah sesuatu kaum kecuali mereka sendiri merubah keadaan yang ada pada diri mereka sendiri”

(QS Ar-Ra'du: 11)

I Would Like Dedicate This Thesis To:

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H. Heru Diyanto Sukarno.

❖ *My Mother:*

Hj. Sudarti.

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Dudi Herlambang Kurniawan.

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dr. Devi Herawati S and dr. Dian Novita H.

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ABSTRACT

Conventional, sense of diplomacy is an attempt of a nation-state to pursue national interests in international society. In the past the affectivity of diplomacy need political support or economic or military power, but now economy is the macro understanding of this culture must be linked to cultural diplomacy, cultural diplomacy the fact is the only kind of diplomacy that humans possess. Diplomacy for any man does, whether it is economic diplomacy, military and others, including as a result of the culture. Micro-cultures, usually more manifest in the field of education, arts, science, and sports. More micro again, and this was more often regarded as a 'convention' is a culture that focused on the use of 'art'. Cultural diplomacy consistently done by Japan when experienced in diplomacy decline that based on economic superiority. In the beginning of 1970 Japan economic growth rapidly. One of Japanese friend of business is Indonesia. The relationship between Japan and Indonesia is begun on January, 20, 1958. On 1973-1974 Japan has big demonstrated by some countries especially Indonesia. Indonesia that incident known by riot "January 14, 1974" or "Malaria Incident". Because the wave of anti-Japan is very horrified in Indonesia, on 1976 Japanese government under prime minister, Fukuda accelerate foreign policy that more concentrate on cooperating in cultural sector, Japanese foreign policy is known by "Fukuda Doktrin" that still hold until now. Many unique ways to promote an image. One of Japanese pop culture is anime. One of the forerunners is Fujiko Fujio successful with Doraemon. Doraemon is robotic cat that is reported from the 22th century. Doraemon created on 1969, and entered in Indonesia on 1991. And Japanese government took bit strange steps to promote cultural abroad, and Foreign minister Masahiko Komura appointed Doraemon as symbol of Japanese cultural diplomacy. Cultural product such as Doraemon is particularly powerful enough to support diplomacy.

TABLE OF CONTENT

	Pages
TITLE PAGE	
ENDORSEMENT PAGE	
MOTTO	
DEDICATION PAGE	
ACKNOWLEDGMENT	
ABSTRACT	
INTRODUCTION	
TABLE OF CONTENT	
LIST OF PICTURES	
CHAPTER I INTRODUCTION	
A. Background.....	1
B. Research Question.....	6
C. Theoretical Framework.....	6
D. Hypothesis.....	17
E. Purpose of Writing.....	17
F. Research Method.....	18
G. Range of Research.....	18

H. Systematic of Writing.....	19
CHAPTER II THE DESCRIPTION HISTORY OF ANIME AND DORAEMON.....	23
A. Historical Development of Japanese anime.....	25
B. Japanese Society and Anime.....	29
C. Doraemon as Japanese Anime Culture Product.....	31
CHAPTER III THE SELECTION PROCESS OF DORAEMON AS JAPANESE CULTURAL DIPLOMACY.....	36
A. Procedure for the appointment of Doraemon as symbols of Japanese culture Diplomacy.....	37
B. Doraemon Application as Japanese Cultural Industry.....	42
CHAPTER IV DORAEMON AS JAPANESE MEDIA OF CULTURAL DIPLOMACY TO INTRODUCE JAPANESE POPULAR CULTURE IN INDONESIA.....	51
A. Introduction of Japanese Popular Culture Through the appointment of Doraemon as symbols of Japanese Cultural Diplomacy in Indonesia.....	51
B. Popular Culture as Japanese Inspiration Effort to Boost Image of Japan in the eyes of the World	60
CHAPTER V CONCLUSSION.....	65
REFERENCESS.....	69
ATTACHMENT.....	73