

CHAPTER I

INTRODUCTION

A. BACKGROUND

Conventional, sense of diplomacy is an attempt of a nation-state to pursue national interests in international society.¹ In this case, diplomacy is not simply as a negotiation, but all attempts at foreign relations.²

For any country, the main purpose of his diplomacy is the security of political freedom and territorial integration. This can be achieved by strengthening relations with friendly countries, maintain close relations with countries that same course and neutralize the hostile State. Friendship can be fostered and new friends acquired through a useful organization³. Aims of basic Politics from diplomacy is to achieve its goal peacefully, but if it is not possible, other actions may be possible to be taken.

Macro culture is a whole system of ideas, actions, and results of human work in the framework of a society that human beings are entitled to learn.⁴ if 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

¹ K.J.Holsti, *International Politics, A Framework for Analysis, third edition*, (new Delhi: Prentice Hall of India, 1984), page 82-83.

² S.L Roy, *Diplomacy*, translated Harwanto and Mirsawati (Jakarta; Rajawali Press, 1991)

³ Ibid hal 6

⁴ Kuntjaraningrat, *Pengantar Antropologi Budaya* (Jakarta: Aksara Baru, 1979), Page. 193.

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'.

Thus cultural diplomacy can be defined as a state effort to promote its national interests through cultural dimension, both in the micro, such as education, science, sports, and arts, or a macro in accordance with the characteristics of the major, such as propaganda and other another, which in the conventional sense can be regarded as not a political, economic or military. Cultural diplomacy consistently also 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 business partner is Indonesia.

The relationship between Indonesia and Japan began with the signing of Indonesia – Japan peace treaty on January 20, 1958 between Indonesia Foreign minister Soebandiro and Japan foreign minister, Aiichiro Fujiyama. This agreement as eternal epigraph that was ended war between the two countries, because in 1942 Japan ever colonize Indonesia for about three years, and made Indonesian people became suffered. But finally Japan surrendered on 14 August 1945, because Japan was defeated on the World War II. This peace agreement required both countries and their citizens are always in a safe condition for real and eternal, and in a good relationship forever.

Another conflict occurred in Indonesia and Japan relations on 1973. Anti Japan demo took place in some countries during 1973-1974 especially Indonesia. Indonesia's famous scene with the riots "14 January 1974 or "Malaria Incident". This incident occurred because in the beginning of 1970 Japan economic grew rapidly and many developing country regarded Japan as egoist state, because Japan only concern on Japan prosperity by ignoring the prosperity of developing countries which were Japanese economic activity partners by Japanese conglomerate. Because the wave was so fierce anti-Japanese in Indonesia, on 1976 Japanese government under prime minister Fukuda, accelerated foreign policy that concentrated more on cooperating in cultural sector, not prior on economic anymore. Japanese foreign policy is known by "Fukuda Doktrin" that is still hold until now.

There are many unique ways to promote an image of a nation. There are show their landmark, there are accelerate the tourism sector, and still others prefer to use cartoon fame, like do by Japan. Now, Japan is one of the exporters of the biggest pop culture. One of the pop cultures of Japan is anime.

Japanese animation is more known as anime. The term is actually a loan word for word in Japanese animation, and adopted the same meaning (the term used around the anime began in the 1970s). But in its development, the more popular term for non-Japanese to refer originating animations from Japan. Anime has visual characteristics vary widely and do not have a standard style and used by all the anime. But the Japanese anime in general can be identified with a depiction of the

excessive physical / non-realistic, such as large eyes or wild hairstyles. Japanese anime has various types. One of the forerunners is Fujiko Fujio successful with Doraemon.

Doraemon first emerged on 1969. This robotic cat is reported to come from the 22th century and proficient use many gadgets, such as a time machine, a magic door, and bamboo propellers. He has a magic bag in the abdomen, which can produce other gadgets-gadget to help his friends who are having difficulties. All problems can always be overcome with Doraemon's gadgets. Doraemon has introduced a variety of Japanese culture. Currently Doraemon has become one that is identical with the Japanese. Society will instantly picture on Doraemon when thinking about Japan and vice versa. Indonesian society is very familiar with Doraemon and knowing where he came from. Outsiders became know how to think Japanese people and their daily lives

Japanese diplomacy in Indonesia for fifty years has been carried out through various strategies. Strategy and Japanese media used to support the diplomacy is very diverse. One form of Japanese cultural diplomacy is very interesting and greatest addition to funding assistance is Anime. And Japanese government took bit strange steps to promote cultural abroad, On March 19, 2008, Japanese Foreign Minister, Masahiko Komura officially appointed Doraemon as a symbol of Japanese culture

diplomacy.⁵ There are two interesting things from the phenomenon represented by this Doraemon. The first thing, Doraemon has become a global creative industry. Behind the Doraemon characters emerging from fantasy Fujiko F. Fujio (Hiroshi Fujimoto) lay a work process that involves a lot of resources. Millions of people in the world of appearance live from this character. Stir engine produces millions of products derived from the character Doraemon. The second thing is that Doraemon is brought up with stories; it can be accepted by the world community especially in Indonesia. Due to gain the hearts and trust of the community in a country is the hardest part of diplomacy. In this case, Japan through anime quite success to do in Indonesia.

Even the Japanese government made a political policy to spreading the wealth of culture that owned Japan into neighboring countries aims to more aromatize japan's name and also create positive images. But, on the other hand the Japanese government also has another purpose is to improve the critical sectors in Japan, such as social and cultural. Particular part of Japanese Popular Culture are animation, movies, manga and the art of cooking (Japanese cuisine) in order to increase Japanese popular culture in Europe, the United States and Asia especially in Indonesia⁶.

A cultural product such as Doraemon is particularly powerful enough to support diplomacy. Collaboration between anime and diplomacy is a thing that was

⁵ <http://sylvietanaga.wordpress.com/2008/05/30/diplomasi-doraemon-dan-hello-kitty/>

⁶ <http://www.mofa.go.jp> accessed on June 15,2009

born by accident, but the momentum of the anime fame can be maximally utilized by the Japanese. Diplomacy anime through Doraemon has spread and enjoyed in various countries showed the latest era of world politics.

B. Research Question

From the description set out in the background on the problem, then the issue can be formulated is “Why Japanese board appointed Doraemon as Symbol of Japanese Cultural diplomacy on 2008?”

C. Theoretical Framework

To analyze the Main Problem, the author uses:

1. Decision Making Theory

Basically the decision-making is a systematic approach to the nature of a problem, gathering the facts, determining which of the alternative mature face, and taking action which is calculated according to the most appropriate action.

According to Irwin D.J. Bross: "The Process of selecting one action from a number of alternative courses of action is what I mean by Shall decision."⁷

⁷ Herbert G. Hicks and C. Ray Gullet. *Organizations: Theory and Behaviour*, McGraw-Hill Kogakusha, Ltd., Tokyo, 1998. p. 335

In general notion is decision theory, techniques used in decision-making process or the process of choosing actions as a way of solving the problem. From several definitions found in the decision-making, can be summarized that decision-making in an organization is the result of a process of communication and continuous participation of the entire organization. The results of that decision can be a statement agreed between or among alternative procedures to achieve certain goals. The approach can be done, either through individual approaches / groups, centralization / decentralization, participation / no participation, mupun democratic / consensus.⁸

In general, the decision (decision) means the option (choice), the choice of two or more possibilities. Decision making is hardly a choice between right and wrong there but exactly what often happens is the choice between the "almost right" and that "probably wrong". Decisions are usually made based on situational considerations, that the decision was the best decision. In addition, the decision can be seen in relation to the process, namely that a decision is the final state of a more dynamic process that is labeled decisions. In other words, the decision is a conclusion that is reached after consideration, which occurred after one possibility is selected, while others excluded. In this case, the meaning of the consideration is to analyze several possibilities or alternatives, then choose one of them.

⁸ Kadarsah Suryadi dan Ali Ramdhani. "Sistem Pendukung Keputusan", PT. Remaja Rosdakarya, Bandung, 1998, hal. 14.

Behind the decision there is an element of the procedure, the first decision maker identified problem, clarify the specific goals you want, examine the various possibilities to achieve its intended purpose, and end the process is there to set the option to act. Or in other words, a decision was based on facts and values (facts and values). Both are very important, but the facts seem to dominate the values in decision making.

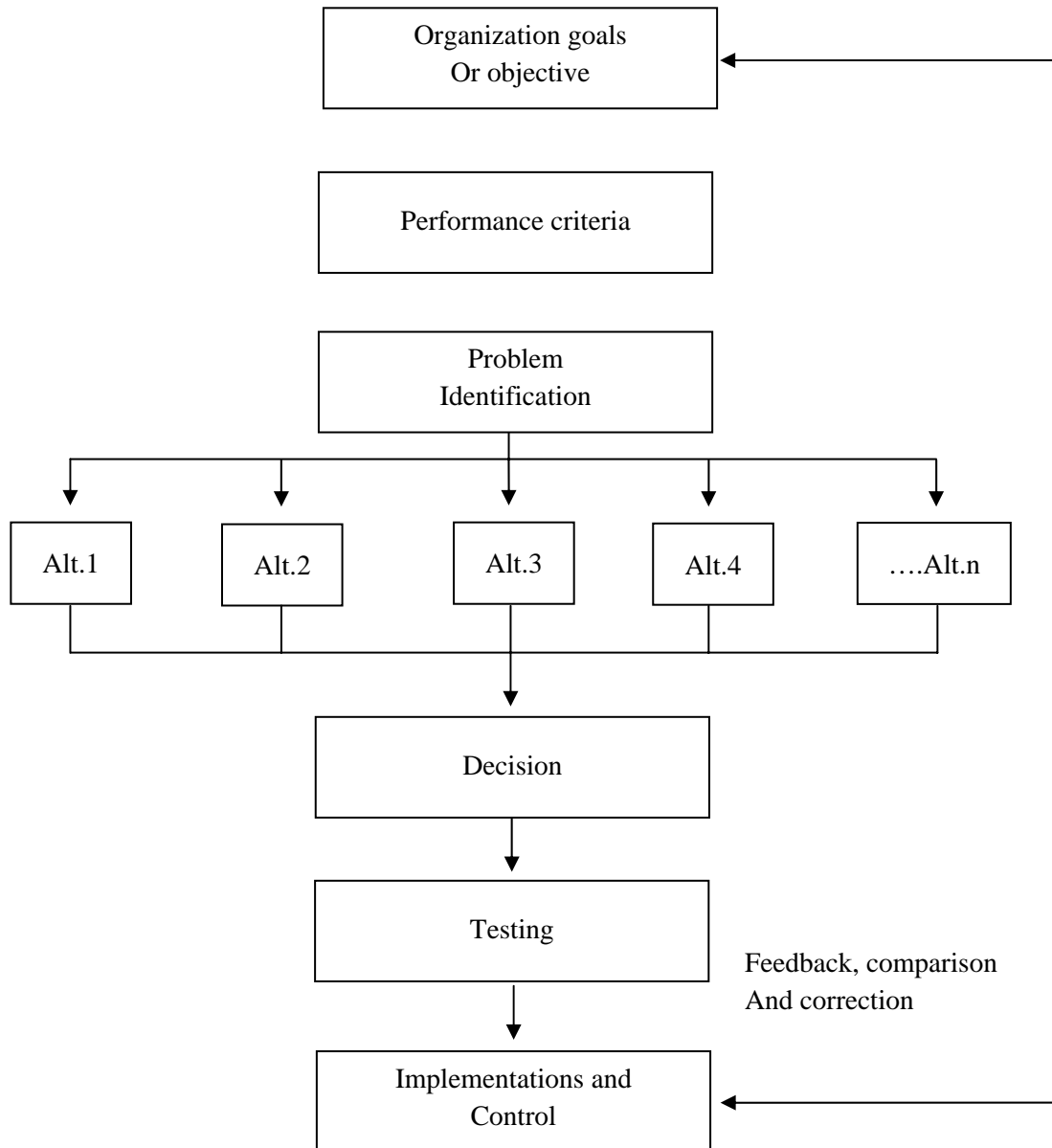
In the end we can say that every decision that departed from several possibilities or alternatives to choose from. Each alternative brings consequences. This means, a number of alternatives that differ from one another given the differences of the consequences it caused. The options were dropped on the alternatives must be able to give satisfaction because satisfaction is one of the most important aspect in the decision.

When watching the consequences that arise as a result of a decision can hardly be said that no single decision that would please everybody. A decision can only satisfy the majority of a group or person. There was always a group who feel harmed by the decision. Therefore, if the loss is felt that less objective, not closed the possibility for them to do the negative reaction to the decision.

Below is a diagram to illustrate the organization's decision-making process:

Tabel 1.1 :

The Decision as part of a Process



Source: Herbert G. Hicks and C. Ray Gullet. Organizations: Theory and Behavior, McGraw-Hill Kogakusha, Ltd., Tokyo pages 339

From the above scheme, doraemon appointed as a symbol of Japanese cultural diplomacy in the year 2008 is the goal of the Japanese government to promote Japanese popular culture. The Ministry of Foreign Affairs, aiming to further the understanding and trust of Japan, is using pop-culture, in addition to traditional culture and art, as its primary tools for cultural diplomacy. As part of the Ministry's efforts, "the International Anime Award" was created in 2007

Japanese Foreign Ministry Masahiko Komura gives appointment letter to Doraemon as symbol of Japanese 2008 cultural diplomacy. Staff of Japanese Embassy from cultural department, Yukari Kaji said Doraemon appointed as Japanese 2008 symbol of cultural diplomacy through an International Anime Award that done by Pop Culture Expert Committee and Japan Cartoonists Association.⁹ Both committees cooperated with Japan Foreign Department and Japanese Cultural Department, recommended anime character that is Doraemon. Japan Foreign Minister also cooperated with Japan Foundation, as donor to Funding the award. In the event the International Anime Award executive committee has determine the requirements for candidates - potential candidates to become the symbol Japanese cultural diplomacy.

The Executive board has decided to hold International Anime Award on May 25, 2007 in Japan. This Executive board consisting of Minister of Foreign Affairs,

⁹ <http://www.mofa.go.jp>

Staff of Japanese Embassy from cultural department, President of the Japan Foundation, member of Pop Culture Expert Committee and Japan Cartoonists Association. The awards for this contest shall be decided after careful examination and deliberation by the evaluation Board. Executive Board seeks to identify existing problems in the State of Japan, especially Japanese popular culture issues. Problems often arise about Japanese popular culture is like the case of Japan colonization and the Malari Incident on 1974, at that time the relations between Japan and Indonesia is bad. In International Anime Award executive board has determine the requirements for candidates - potential candidates to become the symbol Japanese cultural diplomacy.

Therefore, there is some cartoon character names nominated as the alternative of solving problems that arise before the nomination was decided one of those cartoon characters.

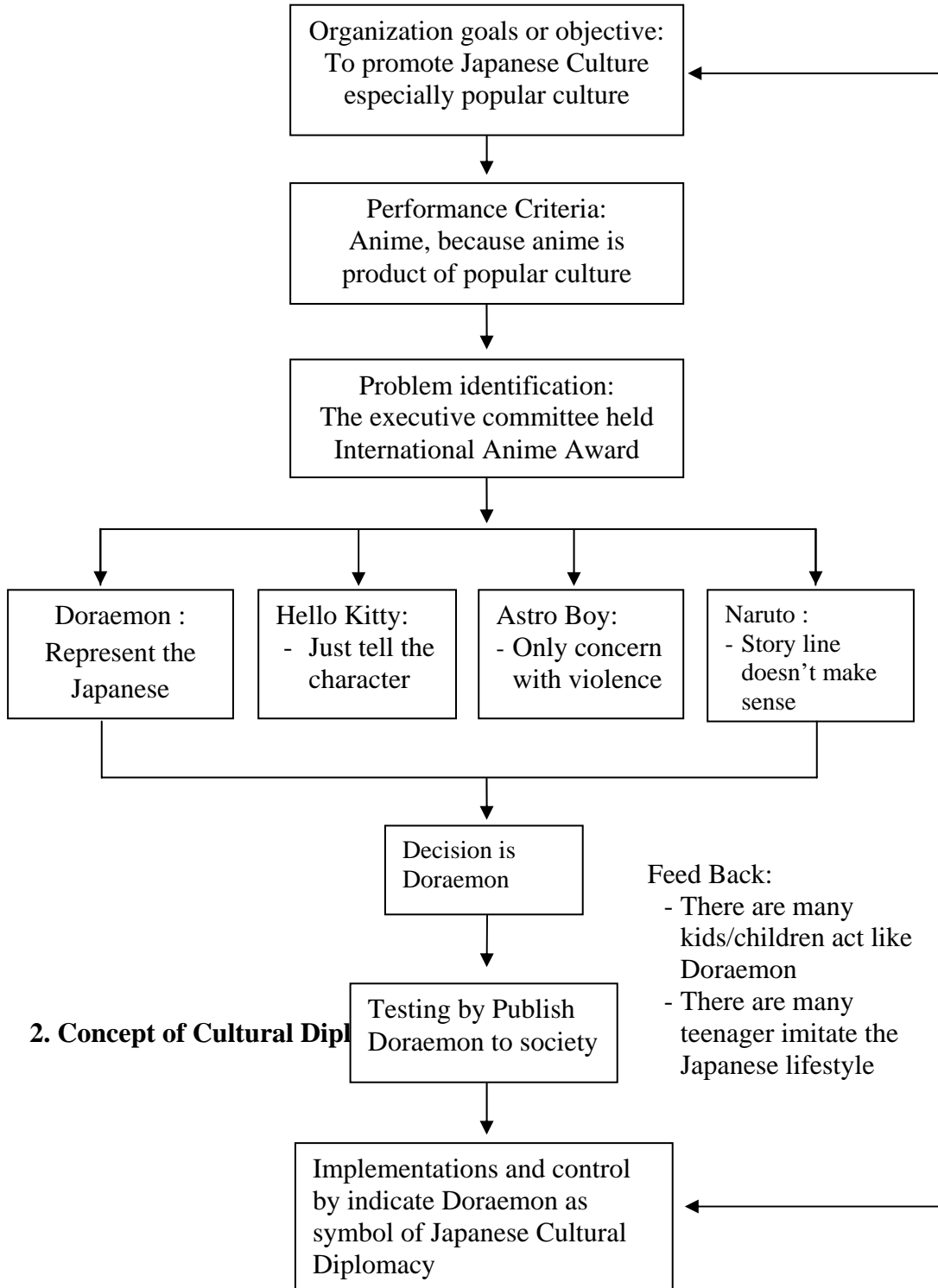
Doraemon electoral process through several stages. Early stages through international anime award ceremony. The International Anime Award will be given to the best cartoons and will receive certificates and trophies International Anime Award. At this stage some candidates selected cartoon character representing the Japanese icon. Selection is done by a team of experts either from government or from Japanese pop culture expert.

After the selection is, then the next stage of the members of the executive board consisting of Japanese foreign ministers, scholars of popular culture and anime expert meeting to discuss a cartoon character where appropriate designated as a symbol of Japanese cultural diplomacy in accordance with typical Japanese culture.

Finally, all candidates from Japanese animation characters like Hello Kitty, naruto, and astro boy, the executive board agreed to appoint doaraemon as a symbol of Japanese cultural diplomacy. He is considered an appropriate figure for the Doraemon series, one can see the daily life of children and families in Japan, Japanese culture, and how the desired future of Japanese society.

Once selected, the test conducted on the feasibility of doraemon as a symbol of Japanese cultural diplomacy by providing the opportunity to travel around the world doraemon to introduce Japanese pop culture and Japanese repair image in the eyes of the world especially in Indonesia is still considered Japanese pop culture as a culture negative impact. Through the appointment of Doraemon is expected to represent the Japanese government to introduce the popular culture and improve the bilateral relations between Indonesia and Japan.

Tabel 1.2 :
The Decision as part of a Process



According to the Chamber's Twentieth Century Dictionary, diplomacy is the art of negotiation, especially on the agreement between the countries, about political expertise.¹⁰

Whereas according to the KM. Panikar, diplomacy is the art of proposing interest of a nation in the relation to other countries. This definition if review from the context of international relations seems to more appropriate. But conventionally diplomacy is defined as the effort of a nation state to defend national interests to the international community level.¹¹

While the macro-culture, or in general means that all the results and the efforts of the human moral environment.¹² There is also said cultural as system of whole idea, action, and results of human creation in the framework of a society life that become the property of the human by learning.¹³

Thus, cultural diplomacy can be defined as a state effort to defend the national interests through cultural dimensions, both micro such as education, science, sports and the arts, or in accordance with the macro that appropriate with prominent characteristics.¹⁴ Cultural diplomacy conducted by government and non-government, and the main target is society of a nation-state (and not merely direct to government).

¹⁰ S. L. Roy, *Diplomacy*, PT Raja Grafindo Persada, Jakarta, 1995, page 2.

¹¹ K.J. Holsti, *International Politics A frame work for Analysis Third Edition*. Prentice Hall of India, New Delhi, 1973, page 82-83.

¹² JWM. Bakker SJ, *Filsafat Kebudayaan, Sebuah Pengantar*, BPK Gunung Mulia, Jakarta, 1984, page 14-36.

¹³ Koentjaraningrat, *Pengantar Antropologi Budaya*, Aksara Baru, Jakarta, 1979, Page 193.

¹⁴ K.J Holsti, *Opcit*.

About the extent, to which matters are considered relevant in identifying the phenomena's of cultural diplomacy, can be grouped as follows:¹⁵

1. Study toward every diplomatic effort that using the media culture in the sense of micro, such as exhibitions, competitions, exchange of missions, education, sports and others. Although the micro, the meaning of those culture precisely is the most conventional / general and special.
2. Study about every diplomacy effort that uses cultural media in macro meaning such as propaganda, cultural hegemony and others.

The purpose of diplomacy that was known is to seek acknowledgement, adjustments, inducement, threat, hegemony or subversion. To explain the relations between situation, shape, purpose and tool of cultural diplomacy can be seen in the table below:¹⁶

¹⁵ Opcit, Page 11.

¹⁶ Ibid, Page 21.

Table 1.3
The Relations between Situations, Forms, Purpose and tools Cultural
Diplomacy

Situation	Form	Purpose	Tools
Peace	<ul style="list-style-type: none"> - Exhibition - Competition - Exchange - Negotiation - Conference 	<ul style="list-style-type: none"> - Acknowledgement - Hegemony - Friendship - Adaptation 	<ul style="list-style-type: none"> - Tourism - Sport - Education - Trade - Art
Crisis	<ul style="list-style-type: none"> - Propaganda - Exchange - Negotiation 	<ul style="list-style-type: none"> - Persuasion - Adaptation - Acknowledgment - Threaten 	<ul style="list-style-type: none"> - Politic - Mass Media - Diplomatic - High-level mission - Public opinion
Conflict	<ul style="list-style-type: none"> - Terror - Penetration - Exchange - Boycott - Negotiation 	<ul style="list-style-type: none"> - Threaten - Subversion - Persuasion - Acknowledgment 	<ul style="list-style-type: none"> - Public opinion - Trade - Military - Official Forum - Third Party
War	<ul style="list-style-type: none"> - Competition - Terror - Penetration - Propaganda - Embargo - Boycott - Blockade 	<ul style="list-style-type: none"> - Domination - Hegemony - Threaten - Subversion - Acknowledgement - Submission 	<ul style="list-style-type: none"> - Military - The Military - Smuggling - Public opinion - Trade - Supply - Consumptive good include weapon

Source: Tulus Warsito & Wahyuni Kartikasari, *Diplomasi Kebudayaan*, Yogyakarta: Ombak, 2007 pages 31.

Cultural diplomacy is conduct diplomacy with the cultural approach as a means to achieve the goals and objectives. Run cultural diplomacy means that try deliberately and embedding, developing, and maintaining Japan's image in abroad as a nation that have high culture. One of the main purposes of the implementation of cultural diplomacy is the creation of a self-image of a nation in the eyes of other countries. Self- image is important to build base support for that country.

Doraemon as one of form of culture diplomacy media expected by Japan government so that Indonesia society persuaded to more to recognizing Japan culture For the achievement of their national interest to improve the important sectors in Japanese such as Japan economy, Japanese social and cultural has become a trend that is very popular.

This was revealed Taro Aso as Japan foreign minister to use the media and popular culture that is very effective in society penetrates in diplomacy. Doraemon Japan started to use as a diplomacy tool to various countries. Doraemon present and used to support multitrack diplomacy at the community level. Doremon is supporting medium of Japanese soft power in the relationship between states, especially with Indonesia.

3. Image Theory

The image theory by Keneth E. Boulding, basically states that any decision or policy of a country will depend on the state image of the object.¹⁷

Image is the past message that grows through the information structure and information can be input and output for the image. Importance of image for a State is that the image will form a pattern of state behavior in the international system. Image of a nation is often called the historical image, which has grown since a long time and may be influenced by the myth of the past and the future.¹⁸ Image of a nation can also be interpreted as a process of selective perception in the assessment of history, educational system, folklore, media-time and other channels.¹⁹ Image may pose a threat and wants barsahabat a State in another State looked. This is determined by the intensity of interaction relationships between the interacting state.

Image of a nation is a way of looking at other countries for those countries affected by the image of that State which will affect inter-State relations with other countries in the international world.

Now, Japan is one of the exporters of the biggest pop culture, especially anime especially doraemon. And On March 19, 2008, Japanese Foreign Minister,

¹⁷ Keneth E. Boulding, "National Images and International Systems", dalam James N. Rosenau, ed., *International politics and Foreign Policy: A Reader in Reseachr and Theory* (New York: The Free Press 1969), p. 426-428

¹⁸ Ibid., p. 429

¹⁹ Bambang Wahyu Nugroho, "Teori Mikrokosmik Tentang Konflik Berkekerasan", jal 23, jurusan Ilmu Hubungan Internasional Fakultas Ilmu Sosial dan Ilmu Politik Universitas Muhammadiyah Yogyakarta, 2006.

Masahiko Komura officially appointed Doraemon as a symbol of Japanese culture diplomacy.²⁰ In this inaugural event, Komura handed an official certificate to Doraemon and Nobita.

The Japanese government set the comics and cartoon character Doraemon as a symbol of Japanese cultural diplomacy as a round-headed cat with a magic bag that is considered symbolizes friendship and Japanese culture. Doraemon shows many daily life of Japan through such figures as Nobita, Giant, and Suneo. Positive values, is also contained in the new comic series, such as: friendship, respect for parents, and others. Doraemon character is described Japan as a developed country and high-tech. Japan is the major industrial countries. Even today Japan ranks second after the United States as a major industrial country in the world. Japanese industrial products have spread to every corner of the world. These products include game products, electronic goods, automobile / automotive, drugs/chemicals, textiles, food processing, cement, paper and printed material, camera, and means of transportation. In fact, today the Japanese automotive industry is the result of the world's largest automotive industry. The results of Japanese state development in this industry is extraordinary, given the poor Japanese mineral resources, so most industrial raw materials are imported from other countries, including Indonesia.

²⁰ <http://sylvietanaga.wordpress.com/2008/05/30/diplomasi-doraemon-dan-hello-kitty/>

D. Hypothesis

Based on problems that have been described above, the writer has a hypothesis that why Japanese board appointed Doraemon as symbol of Japanese cultural diplomacy:

1. Because doraemon contains elements of Japanese culture values and have been known by many people in Indonesia.
2. Because Japanese government wants to create better image of Japan to Indonesia by Japanese culture values especially popular culture.

E. The Purpose of Writing

This research is expected to soon be able to provide something useful for readers and writers itself. Following the purpose of this research is:

1. Try to describe and explain the phenomenon of cultural diplomacy that is conducted through the media anime or cartoons. In this case, the aim is explain how Doraemon as a symbol of Japanese cultural diplomacy to Indonesia as Japanese cultural diplomacy media.
2. To answer problem formulation and prove the hypothesis with empirical data accurately, relevant theories and concepts, that cultural diplomacy as a political tool can improve communication between Japan and Indonesia, to achieve national interests.

3. Also intended as the embodiment of application the theories that have been received during study in International Relations Department of UMY. And complete final tasks in order to obtain final degree bachelorship from Intentional Relationships Department, Social and Political Science Faculty, University of Muhammadiyah Yogyakarta.

F. Research Method

In this writing, the author uses the method of research:

1. Deductive, which means that the author departs from a theory, concept and then proceed with the search data or facts.
2. Research methods with the analysis of contents, that researchers not directly involved in the survey field, but researchers do analysis of data derived from various media such as books, articles, magazines, newspapers, internet, journals, and more.
3. Qualitative that usually used for social science by the withdrawal temporary assumption or hypothesis and then prove that with the appropriate theory

G. Range of Research

To more focus of this research, then given the limits of the range. Range of this research concerned on Japanese cultural diplomacy through indicated Doraemon as the Japanese cultural ambassador. The time of writing takes on 2008.

H. Systematic of Writing

In writing this research into a paper, the writer share some of the chapter in which the chapters are related to each other so that a determination that one intact.

The First Chapter is contained of Introduction, where chapters consist of Background, Research Question, Theoretical Framework, Hypothesis, The Purpose of Writing, Research Method, Range of Research, and Systematic of Writing.

The second chapter will describe The Description History of Anime and Doraemon, Consist of the development of anime, and Doraemon as the product of anime.

The third chapter will describe about Doraemon Appointment Process as a Symbol of Japanese Cultural Diplomacy toward Indonesia. Consist of the procedures and application of doraemon as Japanese Cultural Industry .

The fourth chapter will describe about Doraemon as Japanese media of culture diplomacy to introduce Japanese popular culture in Indonesia. Consist of Introduction of Japanese Popular Culture Through the appointment of Doraemon as symbols of Japanese Cultural Diplomacy in Indonesia, and Popular Culture as Japanese Inspiration Effort to Boost Image of Japan in the eyes of the World.

The fifth chapter will discuss about conclusion. Consist of conclusion that pulled from previous discussion.