

# CHAPTER I

## INTRODUCTION

### A. Background

In World War II, Japan suffered defeat and impact both physically and psychologically. Japan is a country that is famous for having a robust and ruthless military, but in 1945 United States forces dropped an atomic bomb on Nagasaki and Hiroshima. Japan made massive changes in every aspect, including its foreign policy. Japan, an aggressive country, had to change its image into a peaceful and friendly country as stated in the Japanese constitution article 9 of 194<sup>1</sup>. The impact of World War II made Japan an isolated country and challenging to conduct relation with other countries. To rebuild its country, Japan changed its strategy from the hard power into soft power.

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<sup>1</sup> Article 9 of 194 Renunciation of War Aspiring sincerely to an international peace based on justice and order, the Japanese people forever renounce war as a sovereign right of the nation and the threat or use of force as means of settling international disputes. To accomplish the aim of the preceding paragraph, land, sea, and air forces, as well as another war potential, will never be maintained. The right of belligerency of the state will not be recognized.

After the cold war, the country's power is not only dependent on military but other sources such as culture or can be seen as soft power (Nye, 2008). Cold War changes the perspective that culture can achieve a national interest and become a tool of diplomacy. Japan is one of the big countries using culture as their tool of diplomacy since the late 1980s, proven by Japanese foreign policymakers' attention has been drawn much more use media culture. In 2006 Japan's Ministry of Foreign Affairs boosted the power of culture diplomacy to the world with launched "Pop-culture Diplomacy," stating that in addition to traditional culture and art, pop culture is one of its essential tools for cultural diplomacy to improve the understanding and trust of Japan (Iwabuchi, 2015).

In 2002, the export of Japanese animation was worth an estimated \$4.3 billion, and four times the value of Japan's steel exports to the United States according to Japan External Trade Organization (Shinichi, 2003). Popular cartoon animation Doraemon became the first Japan animation ambassador. Doraemon's charm kick out the audience with the showing of Nobita's Dinosaur 2006, the popular feature, at Japanese diplomatic missions in China, France, and Spain. Because of the popularity Doraemon Japan success to promote the popular culture to overseas and proves Japan's success using soft power.

Cool Japan is a nation branding for Japan. Cool Japan is part of soft power, and the strategy from Japanese government using popular culture in international deployment system (Erwindo, 2018). The Japanese government chooses its national image by exporting appealing cultural items like animation, TV shows, popular music, cinema, and fashion, which continue to play a vital role in Japan's and other East Asian nations' endeavors (Iwabuchi, 2015). In Takeshi Matsui Research (Matsui, 2014) program of Cool Japan successfully increases national economic growth. An example is Japan's routine makes Japan festival such as "CoFesta," which global targeting community. Games, animation, comics or manga, characters, broadcasting, music, cinema, fashion, and design are in this category. The Tokyo Game Show, the Tokyo International Film Festival, and Japan Fashion Week are significant events. The festival of Japanese culture is held in Japan and abroad, such as Singapore, Brazil, China, and France.

ASEAN countries show interest in Japanese comics and Anime, for example, Indonesia, Myanmar, and Singapore (Ade, 2021). Japanese Anime received widespread interest in Indonesia, with several publications promoting Anime's appeal, which evolved into cosplay culture and strong product sales in the country. The popularity of Japan Anime in Indonesia started 90s era until early 2000. Popular Japanese anime series including "Dragon Ball," "Naruto," and "One

Piece” are welcomed by Indonesia citizen and get high enthusiasm, one example is *Naruto*, one of the private televisions (GTV) managed to air hundreds of *Naruto* episodes and gained high popularity in Indonesia. Because of the enthusiasm of the Indonesian people towards Japanese entertainment products, there are a lot of online platforms such as *Netflix*, *Iqiyi*, *We Tv*, *Viu etc* show a lot of Anime and Japan drama. The popularity of Japan culture can be seen by Japanese cultural event, dubbed *Jak Japan Matsuri* also *Sakura Matsuri*. The purpose of the Japan festival in Indonesia is to strengthen the relationship between Indonesia and Japan.

Japanese culture popularity in Indonesia did not last long when the Korean Wave began to emerge. Japan and South Korea have become a competitor in spreading their culture in Indonesia. In 2002 Korean Wave started to enter Indonesia after Japan and South Korea world cup. This moment was used by private television to show Korean drama. *Trans TV* aired *K-Drama Mother* in 2002 then followed by in the same year *Indosiar* aired *Endless Love*. One of *K-Drama Full House* got a 40 percent rating when it aired in 2005. Until now, more than 50 dramas are aired in Indonesia. The reason why Indonesia stations like to showing Korean drama is because television channel got high ratings when television showed Korean drama (Putri et al., 2019).

The emergence of the Korean Wave, Japan's popularity began to wane and was unable to overcome the popularity of South Korean culture in the globe today. Korean Wave is overtaking the popularity of Japan globally. This competition was evident from 2008 to 2009. At that time, a new Korean girl group Girl Generation, comeback with a booming song, the title was "Gee" this song delivered Korean culture throughout the world, beating the girl group that came from Japan. The popularity of Korean songs makes J-pop fans move into K-pop fans (Popsori, 2017). This success makes the Government of South Korea increasingly encourage its culture to develop abroad. The Japanese government also does not provide a better platform for foreign fans. For example, it is Japanese fans hard to find Japanese content. Many Japanese Video is also banned on music platforms complex to see the newest Japanese song. On the other hand, Korean songs and videos are straightforward, and many platforms provide English subtitles. That is the reason why South Korea's success overtook the popularity of Japanese culture.

In Indonesia itself, the popularity of the Korean Wave can be seen in most countries with K-Pop fans. By 2020, Indonesia had already dominated the top twenty nations where this kind of music was the most discussed on Twitter. This is based on a Twitter poll conducted in 2020-2021 using the hashtags

#KpopTwitter (Up, 2021). Another indicator of the Korean wave's success in Indonesia is that practically all e-commerce platforms in the country utilize Korean singers as ambassador brands, for example, Tokopedia with BTS. Then, with the number of K-pop fans in Indonesia, K-pop concerts were held in Indonesia almost every month.

Cool Japan is less famous than Korean Wave, as can be seen by the explanation before. According to data the author shows and the newest cultural product, Korean wave in Indonesia is more welcomed and enthusiastic by Indonesian than cultural products released by Japan. Many people talk about K-pop and almost all e-commerce in Indonesia using Korean artists as brand ambassadors in social media. Still, no company or e-commerce uses Japanese artists or anime as the brand ambassador, whereas Japanese culture has been a favorite product in Indonesia before.

## **B. Research Question**

According to background that explain before, then the research question will be focus on “Why Cool Japan is less popular than the Hallyu Wave in Indonesia?”

## **C. Theoretical Framework**

To answer the research question, the research of “Comparative studies of the Popularity of Cool Japan and Hallyu Wave in Indonesia” the author will use diplomacy as a theory and multitrack diplomacy as a concept in a theoretical framework.

## **1. Diplomacy**

Diplomacy is a tool for a country to achieve national interest, the concern of diplomacy is to manage the relationship between states to other states and other actors. Diplomacy is involved with advising, influencing, and executing foreign policy from a state viewpoint. As such, it is the mechanism by which states, through their formal and informal representatives, as well as other actors, articulate, coordinate, and secure specific or broader interests through correspondence, private discussions, viewpoint exchanges, lobbying, visits, threats, and other related activities. Diplomacy is a peaceful activity because it can avoid war or armed conflict (Barston, 2013).

Diplomacy is a strategy for advancing national interests in relationships with other nations or international organizations. A state may construct an image of itself via this diplomacy. Diplomacy is often carried out at the earliest possible level in nations with inter-relationships. A government desires bilateral ties

with another country. Until the two establish their subsequent connection. Diplomacy has a significant scope that includes all processes. International relations also have an impact on foreign policy.

Diplomacy and foreign policy are two things that cannot be separated. Diplomacy helps a country make a foreign policy because diplomacy is a form of communication between countries. Foreign politics is the primary mechanism in carrying out foreign policy, and diplomacy is a mechanism in conducting foreign policy. Diplomacy is a synthesis of the science and art of negotiation, or a technique of delivering a message via talks to advance the state's objectives and interests in the political, economic, commercial, social, cultural, defense, and military spheres of international relations.

Suppose Japan in the past have a strong image and strong military. Now, Japan needs to change its appearance from hard power to soft power. Japan used its culture to spread Japanese culture. Manga and Anime are parts of Japanese diplomacy through pop culture diplomacy. Using that form of culture has become the primary tool for cultural diplomacy. Not only Japan, but South Korea is also a prosperous country recently using diplomacy to achieve its national interest. South Korea's government strongly supports its culture to be promoted abroad. Korean culture that we know as Korean Wave or K-Pop, is a top-rated cultural product worldwide. K-



Pop little by little, shifting the influence of Anime and manga internationally, and almost everyone in the world knows K-Pop. K-Pop plays an essential role in promoting Korea to the world. The institution responsible is the Ministry of Culture, Sport, and Tourism among the Korean Government. This institution oversees promoting culture, art, video, tourism, etc.

Diplomacy conducted by Korea and Japan is diplomacy led by the government and is also a program made by the government or that we know as traditional diplomacy. On the other hand, Cool Japan is the program conducted by Japan government, Korean Wave by the South Korean government to revive the country's economy. Therefore, the role of government is not enough to introduce the culture to the maximum. Hence, the need for support from other institutions that help the government, known as multitrack diplomacy in diplomacy.

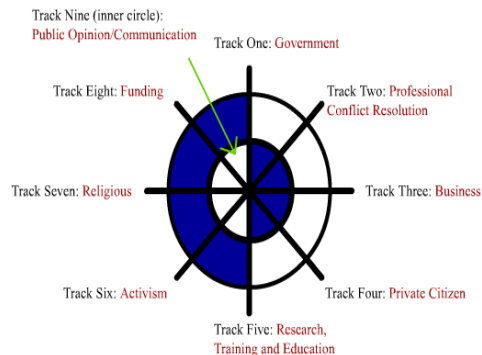
## **2. Multi-Track Diplomacy**

Globalization is the challenge for diplomacy because globalization has a great influence on international relations, especially in diplomacy, as it impacts the issue of emerging issues. The problem that occurs in the era of globalization is increasingly

complex because it is to solve an issue in need of more actors involved. Multitrack diplomacy is a form of development of diplomacy, globalization also causes Multitrack of diplomacy. In responding to issues of diplomatic issues can be done more flexibly and can be done in a variety of ways, and actors diplomacy not only state actors, but rather include organizations, business entities, businesses and interest groups even individuals that themselves can do a form of diplomacy. The subject of the issue became widespread, not only including security and peace but in economics, education, social, culture and so on.

The Multi track itself was developed by Louise Diamond and Mc. Donald, this is a development of traditional diplomacy consisting of only two tracks namely the Government and professional conflict resolution (NGO) and then in the era of diplomacy Modern, evolved into 9 tracks:

## THE MULTI TRACK SYSTEM



- Track 1 – Government or Diplomacy as a Means of Peacemaking This is the domain of official diplomacy, policymaking, and peacebuilding as articulated via formal governmental processes.
- Track 2 - Nongovernmental/professional, or conflict resolution via peacemaking. This is the domain of professional nongovernmental activity aimed at analyzing, preventing, resolving, and managing interstate disputes involving non-state players.
- Track 3 – Business or Promoting Peace Through Commerce. This is the sphere of business and its real and prospective influence on peacebuilding via economic possibilities, international friendship and understanding, informal lines of contact, and support for other peacebuilding efforts.
- Track 4 – Private Citizen or Personal Involvement in Peacemaking. This category encompasses the different methods in which individual individuals may participate in peace and development initiatives, including via

citizen diplomacy, exchange programs, private voluntary organizations, nongovernmental organizations, and special interest groups.

- Track 5 - Research, Training, and Education, or the pursuit of peace via education. This track encompasses three distinct worlds: research, as it relates to university programs, think tanks, and special-interest research centers; training programs that seek to develop practitioner skills such as negotiation, mediation, conflict resolution, and third-party facilitation; and education, as it relates to kindergarten through doctoral programs that cover various aspects of global or cross-cultural studies, peace and world order studies, and conflict analysis.
- Track 6 - Activism or Promoting Peace Through Advocacy This course examines peace and environmental activism on subjects such as disarmament, human rights, social and economic justice, and special-interest group lobbying over particular government policies.
- Track 7 – Religion, or the practice of peacemaking via faith. This chapter analyzes the beliefs and behaviors of spiritual and religious groups, as well as moral movements such as pacifism, sanctuary, and nonviolence.
- Track 8 - Financing or Promoting Peace via the Provision of Resources. This is a reference to

the financing community — the foundations and individual benefactors who offer financial support for many of the other tracks' operations.

- Track 9 - Communications and the Media, or Information for Peace. This is the arena of the popular voice: how the media—print, cinema, video, radio, electronic systems, and the arts—shape and express public opinion (McDonald, 2012).

The concept of multi-track diplomacy is the most appropriate in explaining case studies about the less popularity of Cool Japan compared to Hallyu Wave. In today's era of globalization, it is easy to introduce a cultural product to the rest of the world. The impact of social media is considerable. Also, a lot of platforms provide various programs. Because of the changes of this era, the actors involved are increasing, not least Japan and South Korea. The prominent role of diplomacy is still government, but if only done by the government, it can be said to be ineffective, then the government needs parts from other actors.

Japan and South Korea are neighbor countries, and both countries use diplomacy as a tool to achieve a national interest. Japan and South Korea's government use culture, but from the two countries, the different actors who play a role in helping the success of their culture can be known by the world community. Japan's

government makes the Cool Japan program to introduce its culture on the other side of South Korea with the significant interest of Hallyu Wave. The Korean government tries to promote this in a new strategy. The two main actors are involved in this case are Government and Business. Both actors influenced the success of these two programs.

#### **D. Hypothesis**

Cool Japan is less famous in Indonesia comparing to Hallyu Wave because both Japanese government and business group have failed to actively using multi-track diplomacy to promote Japanese culture. In contrary, South Korean government and business group have played significant role in expanding Korean culture through multi-track diplomacy.

#### **E. Research Methodology**

This type of research is a qualitative method using library study. Literature research is a study performed using published materials, which may shape a book, publications, journals, or reports of past research findings, news sources, whether electronic or print, and internet sources relevant to this research. Data collection is not obtained directly but obtained from previous

reports, documents, or research. Then by approaching case studies because this study aims to compare the two countries. The data obtained will be descriptive in speech, writing, or behavior of the observed subject and observable individuals, groups, societies, and organizations in a specific context. Then, to analyze data or the technique, information is processed from relevant literature research and examined utilizing theories and concepts to provide comparative study analyses.

## **F. Writing Systematics**

In this research, the author will divide into four chapters. In each chapter will explain in detail. Explanation in each chapter will related to each other to provide a clear and systematic basis for the main research problem.

Chapter I contains background, research question, literature review, theoretical framework, hypothesis, research methodology, and writing systematics.

Chapter II contains the development of Cool Japan and Hallyu Wave in Indonesia, including how Japanese and Korean culture

may be integrated into Indonesian society and become acceptable, also their impact toward Indonesia. The research explains the strategy and diplomacy way conducted by Japan and South Korea.

Chapter III contains the analysis of Cool Japan's got lower popularity than Hallyu Wave and will be related to the previous explanation.

Chapter IV contains a summary or conclusion from the explanation have already explain in previous chapter