

CHAPTER I

INTRODUCTION

In this chapter, the author will talk about the background of the title taken by discussing the sister city between Jogja and Kyoto in general. Then, discussing the formulation of the problem based on the background, "How did the implementation of Cooperation between Special Region Yogyakarta and Kyoto in Tourism 2015 – 2018?" by using 2 theoretical frameworks, namely the sister city concept and cultural diplomacy. In this chapter there will be a Hypothesis followed by scope of research and writing systematics.

1.1 Background

The rapid development of globalization era influences countries to easily communicate with one another and establish cooperation relations. At first international cooperation was only carried between state and state, now many new collaborations do not require between state cooperation are born. One of them is international cooperation at the sub-national government (SNG) level. Subnational government is defined as the sum of state governments and local/regional governments (OECD, 2018). Subnational government can be a city or a province. Subnational Government is requires legitimate, responsible, and capable local and regional politicians, as the Subnational government additional tasks as providers of locally generated collective services, such as road maintenance, parks, recreation, and cultural facilities. Also, including the

increasing finance in the region (Lidstrom, 2016). The cooperation on SNG level led the author to the Para diplomacy or Parallel diplomacy.

Para diplomacy is decentralization of political power and administrative authority in processes that occur in sub-national, or political institutions, public policies, in different authorities under the control of the central government (Mukti, PARADIPLMACY Kerjasama Luar Negeri oleh Pemda di Indonesia, 2013). Local governments or sub-national governments are given the authority to carry out Para diplomacy or foreign cooperation. this is called Para diplomatic authority and is very beneficial for the development of economy, culture and technology and other fields (Mukti, 2017). Para diplomacy is the based concept sister city concept, which is the cooperation between SNG to SNG in the world.

Sister city concept firstly introduced by President Eisenhower of United States. This concept is used for diplomacy at the regional level and is carried out internationally. Basically, two-way communication between regions is needed to exchange opinions, collaborate and share regional experiences. The objective is to foster understanding and international friendship, to encourage educational, cultural and sports exchange, as well as for promote tourism and trade (Sister Cities International (SCI), 2012). Furthermore, sister city in general is a twin city which cooperate formally with an agreed long-term partnership between 2 cities indifferent region based on similarity (Tjandradewi & Marcotullio, 2009). Cooperation carried out under this concept can be in the form of economic, socio-cultural, and environmental and disasters. It becomes as catalysts for growth in the economy. This agreement is official and focuses on long-term cooperation.

The Sister city becomes valid after both regions sign the Memorandum of Understanding (MoU).

Indonesia is a country that has a population of about 270 million people, this makes Indonesia rich in human resources. In addition, Indonesia is also rich in abundant natural resources and has a strategic geographical area. This makes Indonesia a gem in Asia and the world and makes many foreign countries want to do cooperation with Indonesia. One of them is bilateral relations between Japan and Indonesia.

The two countries have inseparable relations. Apart from the era of colonialism, Indonesia and Japan have for 62 years established diplomatic relations which began in 1958 until now (Kedutaan Besar Jepang - Indonesia, 2019). Relations between these countries cover almost all fields, both in economic investment, education, technology, culture, and tourism. Japan itself began to do a lot of bilateral and multilateral relations because it wanted to improve the country's image so that it was free from being called tyrants in war because it was known as a sadistic country. Japan is now focusing its diplomacy more on cooperation and economic assistance.

Figure 1: Japan and Indonesia Map



Source 1: Google Image.com

Each country certainly does SNG level cooperation, including Indonesia and Japan. In Indonesia itself, big cities like Surabaya, Jakarta, Pekanbaru and Yogyakarta form cooperation at this level. Famous prefectures in Japan such as Tokyo, Nara, Nagoya, and Kyoto also do the same. Of course, the reason for the existence of this sister city is to strengthen friendship and mutual understanding. The cooperation that took place at the SNG level is like the collaboration that Surabaya (Indonesia) and Kitakyushu (Japan) have done in developing waste management and prioritizing the green sister city. Other than that, there is also sister province relations between Yogyakarta and Gangwon Province in term of Tourism, education, agriculture, culture, Technology, and sport. Moreover, for sister cities the city that also carries out regional cooperation is Yogyakarta and Kyoto. The SNG cooperation conducted as the Global Para diplomacy cooperation.

Figure 2: Maps of Kyoto



Source 2: https://www.welt-atlas.de/map_of_kyoto_6-857

Figure. 1: Maps of Yogyakarta



Source 3:

<https://www.avenzamaps.com/maps/828523/yogyakarta>

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Sister city of Yogyakarta and Kyoto firstly started as friendship cooperation between cities. The background of this cooperation is due to personal relations between Sultan¹ Hamengkubuwono IX and Kyoto governor Mr. Hayashida Yukio. Sultan Hamengkubuwono IX helped Mr. Hayashida Yukio to escape from Dutch jail when he was on duty in Indonesia in World War Two, because the kindness of the Sultan Hamengkubuwono IX, Mr. Hayashida then decided to continue their personal friendship toward the local province - best friendship through signing the agreement of sister city (Mukti, 2013, pp. 248-249). Beside that in October 1978, Kyoto was declared a city open to free exchange over cultures where Kyoto become a free city for international cultural exchange where peoples of any country may assembly freely an in peace regardless of race Creed or social system for the purpose of cultural exchange (Pujiraharjo, 2008).

In the sister city cooperation agreement, there are many steps that must be taken, such as working visits, making letters of intent, drafting proposals and the

¹ Sultan means a ruler or a king

final stage, namely signing the Memorandum of Understanding. In the case Yogyakarta and Kyoto sister city the cooperation agreement of sister city was at the final stage. Proven by the signing of a Memorandum of Understanding between Sri Paku Alam VIII and Major Yukio Hayasida in 1985. Until 2018, cooperation between Yogyakarta and Kyoto has been going around 33 years. This Memorandum of Understanding contains cooperation in the fields of Art and Culture with programs like exhibition and technique for cultural properties preservation and prevention of environment in surrounding area. For education and technology, it covers educational development scheme and technology development. In industry they have management and technique of handicraft and home industry and many other and for Tourism, there are tourism information, assets management, promotion, and exhibition. This MoU also covers mutual visiting of both delegations, visiting of women and youth also sport games and other fields. This sister city relationship is updated according to the current conditions and situation. For newest information, Sri Sultan Hamengku Buwono X as the governor of Yogyakarta, in 2010 stated that he will continue the MoU with Kyoto, because it is already become one unity that already held since long time ago (Humas, 2018). Sister City between the Special Region of Yogyakarta, Indonesia and Kyoto, Japan become the most active collaborations of other sister city agreement in Yogyakarta.

This partnership can be established because in Indonesia it has regional autonomy law regulated in law no. 32 of 2004 which stated that regional government can also conducting the international relations and cooperation

(Republik Indonesia, 2004). Before that, there is also law number 37 of 1999 (Republik Indonesia, 1999) stated international cooperation between local government and overseas local government could defined as part of a policy in shaping the nation and local development. As for Law number 28 of 2018 regarding regional cooperation in article 24 and the requirements are in article 27. Then the regulation of the minister of foreign affairs number 3 of 2019 concerning general guidelines for foreign relations by local governments. as well as regulation of the minister of home affairs number 25 of 2020 concerning procedures for regional government foreign cooperation with regional governments abroad (Mukti, 2020).

As it mentions above sister city agreement between Kyoto and Yogyakarta covers a lot, but the author took tourism as the main discussion because, tourism is a sector that mobilizes and develops all sectors of economy from agriculture and livestock to industry, from construction to infrastructure (TASAM, 2016). Furthermore, tourism also has a close relation between cultural which is tourism increases cultural interaction. As wherever tourism develops, culture will follow.

Thus, tourism has been an attraction for Yogyakarta and Kyoto for a long time. Where tourism becomes the priorities of both cities. Both cities become centers of tourism for tourists who want to get closer to culture. as cooperation between regions, the two cities must be able to play an active role in increasing the index of tourist arrivals in the two regions with the latest innovations and breakthroughs. In line with the objective of the Sister Cities Program is the promotion of international friendship to create and strengthen long term

partnership between citizens of cities in the world by motivating and empowering private citizens, their municipal officials and business leaders to dialogue and engage with other cities and their citizens in peace and understanding (Awumah, 2005). Basically, when they already agreed in doing sister city agreement it means they will hand in hand to strengthen their bond and of course do the best to increase their country profit. One of the indexes is tourist percentage, the higher number of tourists, the higher state income.

The table below shows the number of Japanese tourists who came to Yogyakarta from 2011-2018.

Table 1: Japanese tourist to Yogyakarta

Year	Total (*based the use of Accommodations Service)	Percentage (*based on the whole Tourist came to Yogyakarta/Year)
2011	16.908	10%
2012	19.074	10%
2013	25.301	11%
2014	27.047	11%
2015	29.567	10%
2016	25.548	13%
2017	25.816	7%
2018	40.686	10%

Source 1: Statistik Kepariwisata DI Yogyakarta 2011-2018

From the data above, we can see that in 2011-2014 Japanese tourists visiting Indonesia be stable and still increasing, reaching 20,000 people. It can also be seen that in 2015-2018 there was a very significant increase, from 20,000 to 40,000. The data is based on the use of accommodation services in Yogyakarta (Statistik Kepariwisata DI Yogyakarta 2018) If the author compared to the other sister city in Yogyakarta with Geongsangbuk – Do (South Korea). There is stagnancy of Korean tourist in Yogyakarta, only 4% in year 2015-2018 with highest total of 16000 people. Even though Yogyakarta is doing two cooperation with South Korea, first the sister province of Geongsangbuk-Do, second is friendly agreement with Chungcheongnam-Do province (Mukti, 2013, p. 247). Of course, it stated how active sister city Kyoto - Yogyakarta is compared to others sister city like South Korea. This gives the think that the obstacles which usually occur in an agreement can be handled well with a good implementation in this sister city agreement. This gives rise to a question about how did the implementation in this sister city in the field of tourism. So that it can last a long time compared to other sister city collaborations.

1.2 Research Question

Based on the background above, the research question proposed by the author is, **“How did the implementation of Cooperation between Special Region Yogyakarta and Kyoto in Tourism 2015 – 2018?”**

1.3 Theoretical Framework

1. Sister City Concept

A sister city is the existence of two cities that are officially tied to each other with a specific goal, whether it is promoting peace, friendship, or a feeling of mutual understanding between the people who are in it (Souder, Bredel, & Rodd, 2005). Sister city also can be defined as international cities united for such purposes as cultural exchange and goodwill (Shoten, 2017). Sister cities could be stated as one of the foreign cooperation. Productive foreign cooperation has two characteristics, first cooperation with high economy level countries. The second is cooperation with foundations or non – profit institutions. Regarding this characteristic, Yogyakarta and Kyoto relations fulfilled first characteristic, which Kyoto as the high economy level country could help Yogyakarta with social fund (Mukti, 2013, p. 290). Besides, the benefits of Sister city are a cultural promotion and international awareness. The region able to participate in grant programs towards global projects. Coordinators and volunteers get involved in the community to be fully aware of the vibe and personal issues in each city. Through meetings and conferences, it gives everyone the advantage to learn about new innovations, cultures, and experiences abroad (Cheapoair, 2011).

In addition, there are several requirements for regions that want to implement the sister city concept which regulated on government regulations

Number 28 of 2018, article 27 paragraph 1 regarding regional cooperation, which:

- a. Have a diplomatic relationship.
- b. It is a local government affair.
- c. Local governments do not open representative offices overseas.
- d. Local governments abroad and institutions abroad do not take care of domestic government affairs; and
- e. In accordance with national and regional development policies and plans.

Paragraph 2: cooperation in the field of knowledge and technology must be transferable to Indonesia's human resources.

Paragraph 3: the sister city cooperation must fulfill the points below:

- a. Equality of administrative status.
- b. Complete each other; and
- c. Improved relations between communities.

As the regulation stated no participating in national level affairs.

Therefore, the agreement scope of sister city can include the academic, cultural, economic, and information sharing, and this cooperation must not violate the sovereignty of each country (Souder & Breder, 2005).

- a. **Academic**, in this collaboration both parties send ambassadors / envoys with the aim of promoting and deepening culture.

- b. **Cultural**, in cultural cooperation, is intended to respect each other's different diversity to know each other, which can create more intensive cooperation. Cultural cooperation involves elements of cultural and other performances.
- c. **Economic**, a key part of sister city cooperation, the existence of trade between the two parties will increase the cooperation that is established:
and
- d. **Information** sharing is one of the areas of cooperation with the aim of both parties being able to handle the same problem and exchange information to overcome the problem.

based on the point above the author will take information sharing in ways that Yogyakarta and Kyoto facing a common problem, namely as an area that has a lot of cultural heritage and tourist attraction sites, Yogyakarta and Kyoto are areas that are often affected by natural disasters. Kyoto as a country that is more developed in its disaster risk management can certainly help Yogyakarta create a better disaster risk management. Moreover, both regions have residential areas with heritage assets made of wood, so it would be very unfortunate that when a natural disaster occurred, these assets could not be saved. therefore, apart from disaster risk management, since 1999 Kyoto has been hosting a wood conservation-training program for its sister city Yogyakarta, Indonesia

since 1999. parties agreed to focus upon existence of wooden house (Hizbaron, Sudibyakto, Jati, Kanegae, & Toyoda, 2015, p. 19).

2. Cultural Diplomacy

Nowadays, the development of diplomacy become more various. One of them is Cultural Diplomacy. To understand cultural diplomacy, we should define two word which is culture and diplomacy itself. Culture regarded as the set of distinctive spiritual, material, intellectual and emotional features of society or a social group, and that it encompasses, in addition to art and literature, lifestyles, ways of living together, value systems, traditions and beliefs (UNESCO, 2001). As for diplomacy means an art of negotiation to gain national interest. The use of Cultural Diplomacy is often used because values are related to the community and using it will make it easier to adapt and be accepted. Cultural diplomacy is described as a big parable that involves cooperative relations between countries.

Based on the cultural diplomacy book by Tulus Warsito and Wahyuni Kartikasari, Cultural diplomacy is everything in macro and micro which uses the utilization of cultural aspects such as arts, tourism, sports, traditions, technology, to expert exchange.

Cultural diplomacy is all about mutual understanding that leads to trust, as the basis on which one can start cooperation, business, peace, etc. Even it influences society, a cultural diplomacy can not be likened with propaganda, because usually propaganda take the activity especially of a

biased or misleading nature, used to promote a political cause or point of view.

On the contrary, cultural diplomacy is based on values and beliefs such as respect and recognition of cultural diversity and heritage; global intercultural dialogue; justice, equality, and interdependence; protection of international human rights and global peace and stability (Carbone, 2017). Cultural Diplomacy also focused on long term agreement. So, it can be said that cultural diplomacy more into spreading positive cooperation and influence rather than mislead society.

Table 2: Cultural Diplomacy

Situation	Form	Purpose	Facilities
Peace	Exhibition Competition Mission Exchange Negotiation Conference	Recognition Hegemony Friendship Adjustment	Tourism Sports Education Trading Art
Crisis	Propaganda Exchange mission Negotiation	Persuasion Adjustment Recognition Threat	Political Diplomatic high level mission
Conflict	Terror Penetration Mission exchange Boycott Negotiation	Threat Subversion Persuasion Recognition	Public opinion Trading the military official forum Third party
War	Competition Terror Penetration Propaganda Embargo Boycott Blockade	Domination Hegemony Threat Subversion Recognition Conquest	Military The military public opinion Trading Consumptive Supply (including weapon)

Source: (Warsito & Kartikasari, 2007)

The agents of cultural diplomacy can be a state and non-state as they up bring the mission of a state and to pursue the mission cultural diplomacy need a tools/vehicle and those tools can be anything, such as Tourism, education, art exhibition, interfaith dialogue an many more.

Based on the table above, there are many things that can be done to carry out cultural promotion. In this thesis will discuss tourism, because Tourism is a sector that has an influence on the movement of domestic unity and cultural life of a country; on international reputation and prestige of a country and on the functioning of its foreign policy at the same time (TASAM, 2016, p. 2). For that in this thesis the author will try to find the correlation in peace situation between those forms that can be used in tourism and find whether there is an implementation in the sister city of Yogyakarta and Kyoto. As in the MoU in the tourism section program, namely tourism information on promotion, exhibition, and asset management.

1.4 Hypothesis

Implementation of Special Region Yogyakarta and Kyoto in Tourism 2015 – 2018 are as follows:

1. Developed Disaster Risk Management by making a map of evacuation and training of wood conservation training program for infrastructure renovation.
2. Tourism management, promotion and information sector brings the sister city into a great success.

1.5 Methodology

In compiling this thesis, the author used descriptive qualitative method. The form of method used is Literature Review or library research. Literature review or library research method is a data collection technique or information from various sources, both print media such as books, papers, newspapers, journals, and electronic media such as the internet or websites relevant to the research title. Which used secondary data. After collecting the data, I will analyze using explanatory research and take the conclusion.

1.6 Purpose of Research

The purpose of this research is to know the implementation of sister cities between Special Region Yogyakarta and Kyoto in Tourism on year 2015-2018.

1.7 Scope of Research

In an effort, to form the research and composing this thesis not widespread and make the ultimate meaning equivocal and unclear, the author will constrain the scope of composing the subject of implementation of Sister Cities Agreement between Special Region Yogyakarta and Kyoto in Tourism on year 2011 to 2018. The scope taken from 2011-2018 because it shown the dynamic of Japanese tourist visit to Yogyakarta. The scope of the inquiry about within the frame of this time, the author determined that the discussion in this consider as it were centers on the execution of the sister cities agreement within the field of tourism.

However, the author will proceed to imply to data and facts beyond the scope of the study if required to bolster this research.

1.8 Writing Systematics

Writing Systematics This research proposal writing plan is divided into 4 chapters with the following scope of discussion:

Chapter I is an introduction that contains the background of the problem under study, problem identification or research question, theoretical framework, hypotheses, research methods, Purpose of research, scope of research and writing systematics.

Chapter II the Dynamics of Cooperation between Yogyakarta and Kyoto Prefecture

Chapter III Implementation of Cooperation Program in Tourism Including the Supporting and Obstacle Factors.

Chapter IV is the closing