

**TITLE OF PAGE**  
**THE USE OF DIGITAL DIPLOMACY OF THE**  
**JAPANESE GOVERNMENT IN**  
**STRENGTHENING COOPERATIVE RELATIONS**  
**WITH INDONESIA IN THE ERA OF THE**  
**AMBASSADOR ISHII MASAFUMI**  
**UNDERGRADUATE THESIS**



**WRITTEN BY:**  
**SEKAR ARTININGTIAS ADI PURWANTO**  
**20170510260**

**INTERNATIONAL PROGRAM OF**  
**INTERNATIONAL RELATIONS**  
**FACULTY OF SOCIAL AND POLITICAL**  
**SCIENCES**  
**UNIVERSITAS MUHAMMADIYAH**  
**YOGYAKARTA**  
**2021**

## STATEMENT OF ORIGINALITY

I, the undersigned, hereby declare that this undergraduate thesis entitled “The Use of Digital Diplomacy of The Japanese Government in Strengthening Cooperative Relations with Indonesia in The Era of The Ambassador Ishii Masafumi” has not been submitted for any degree or other purposes.

I certify that the intellectual content of this thesis is the product of my own work and that all the assistance received in preparing this thesis and sources have been acknowledged.

I made this statement truthfully and in case of any discrepancy found in this statement in the future, I am willing to accept academic sanction and be processed in accordance with the applicable provisions at Universitas Muhammadiyah Yogyakarta.

Yogyakarta, April 17<sup>th</sup> 2021



Sekar Artiningtias Adi Purwanto  
20170510260

## **ENCOURAGEMENT**

*“Start where you are.*

*Use what you have.*

*Do what you can.”*

**-Arthur Ashe-**

*“Gratefulness is the experiences of the great fullness of life”*

**-Brother David Steindl-Rast-**

## ACKNOWLEDGEMENT

Assalamualaikum Wr. Wb.

In the name of Allah, the Most Gracious and the Most Merciful. All praises be to Allah, the Lord of the Worlds. May peace be upon to the Prophet Muhammad, The Messenger of Allah who has been the truly role model during his entire life with his family and his Companions.

Only by the Blessings from Allah for all the struggle, therefore I am able to completely finish my undergraduate thesis entitled “The Use of Digital Diplomacy of The Japanese Government in Strengthening Cooperative Relations with Indonesia in The Era of The Ambassador Ishii Masafumi”.

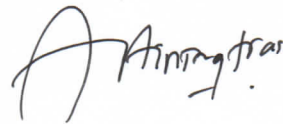
This undergraduate thesis was written to be submitted and as the requirement to obtain a Bachelor’s degree to the International Relations Department, Faculty of Social and Political Science, Universitas Muhammadiyah Yogyakarta.

This undergraduate thesis would not have been done without guidance and support from various parties, therefore I would like to give my deepest gratitude to Mrs. Ratih Herningtyas, S.IP., M.A., as my supervisor who has been kind enough to spare her time, energy, understanding, patience, and her thoughts to help me thus I could successfully complete this undergraduate thesis. I would also like to state my sincere gratitude to the examiners of my undergraduate thesis by having Prof. Dr. Tulus Warsito, M.Si, and Dr. Sugeng Riyanto, S.IP., M.Si, as the examiners of my undergraduate thesis proposal, and then Prof. Dr. Tulus Warsito, M.Si, and Adde Marup Wirasenjaya, S.IP., M.A as the examiners of my thesis defense. All of your suggestions did mean a lot for the improvement of my undergraduate thesis.

At the end, the writer realizes that in writing this undergraduate thesis is still far from perfection. Therefore, the authors invoke suggestions and constructive criticism for the sake of perfection and may be useful for all of us. Amin.

Wassalamualaikum Wr.Wb.

Yogyakarta, April 17<sup>th</sup> 2021

A handwritten signature in black ink, appearing to read 'Sekar Artiningtias', written in a cursive style.

Sekar Artiningtias Adi Purwanto

## **EXTENDED GRATITUDE**

Bismillah, through this page I would like to extend my deepest gratitude for these following people who always give endless support both spiritual and moral, and those who contributed to my life since the start, the process, and the completion during my college years until this undergraduate thesis Alhamdulillah finally has finished. I dedicated and personally would like to thank:

1. My beloved parents, Mamah and Papah. Thank you for everything you have done for Adek. For constantly praying, loving, and supporting Adek tirelessly. Thank you for being the first ones who always protect and trust with every decision and occasion that Adek took. Thank you for being a great role model in Adek's life and for shaping Adek into the person I am today. Thank you for the positive energy and strength you gave to Adek. I hope that you are always happy, healthy, and longevity to witness your little girl to become a successful person in the future.
2. The one and only, my lovely brother, Mas Rizki. Thank you for all the support and prayers you did for me. Thank you for all of your positive criticism, advice, and patience while listening to all my stories. Let's achieve whatever we want in the future Mas. Let's make Mamah and Papah proud of us! We can do it!
3. Wara, Isnashella, and Farah. Thank you for always be there for me through my ups and down. I don't think words are enough to describe how grateful I am to have you during most of my college years. Thank you for the more-than-three year's journey we had!! One day in the future, don't forget that we have struggled together to shared happiness, cries, complaints, anger, and confusion until finally, we arrived at this stage. I will always pray for the best for each of you, I hope we can achieve our goals and Success in the future. May all of you always be protected by Allah S.W.T.

4. Nadia and Ajeng. Thank you for always cheers me up and willing to be a good listener and place for me to share my story during my college life. Thank you for your willingness to calm me down when I start to overthink. May Allah S.W.T always eases your way. Aamiin
5. Kak Andi, Kak Rafy, Syafiq, and Kak Ainun. Thank you for your sincerity and patience to give your time, prayer, guidance, advice, and endless support to help me in working on my undergraduate thesis. May Allah S.W.T always grants health, success and protect you wherever you are. Aamiin.
6. All my friends “Pejuang SH” Ayu, Sle, Fajof, Restu, Arka, and Ivan. We know we became closer almost at the end of our college life, I can’t thank you enough for whatever stories we have shared. Thanks for the memories and make my college life more colourful. I wish the best for all of you guys!
7. Iffa, Syafiq, Maida, Gina, Sherly, and Dama. Thank you for cheers me up and the endless support at the end of my college life. Good luck for your brighter future, guys! May Allah S.W.T always protect you Aamiin.
8. Mba Cunda, Mba Intan, Dek Arya, and Dek Akbar. Thank you for everything and all the memories that we made during my time study in Jogja. Good Luck for your Journey ahead!
9. All my IPIREL 17 friends. Thank you for being a part of my college life journey. Thank you for every moment that we made. I’m always happy to hear good news from all of you! Good luck for your future life, Guys!
10. The Japanese Embassy in Indonesia, I would like to deliver my highest gratitude for allowing me to do an interview and kindly answered all the questions I asked, it really helped me in completing this undergraduate

Thesis. I hope this undergraduate thesis can be useful for all the readers. Aamiin.

11. Dr. Sugeng Riyanto, Pak Riyanda, and Mba Nadia. Thank you for giving me this opportunity to be a part of the IPIREL Office at the end of my college life, there are lots of valuable lessons I got from there. Thank you for the help and support that had been given to me, I hope this will be the first step of my success in pursuing a career in the future. Aamiin.
12. Last but not least, I want to give the highest appreciation and gratitude to myself, Sekar Artiningtias Adi Purwanto. Thank you for ending 3,8 years of the endless process of struggling between personal life, friendship, self-love, pursuing ambitions, and seeking blessings from family. Alhamdulillah, Thank you for your effort, you've done it really great Kar!

And also thank to everyone whose names cannot be mentioned one by one. Thank you for everything during my study at Universitas Muhammadiyah Yogyakarta.



## TABLE OF CONTENTS

|  |            |
|--|------------|
| <b>TITLE OF PAGE .....</b>   | <b>i</b>   |
| <b>ENDORSEMENT PAGE.....</b>   | <b>ii</b>  |
| <b>STATEMENT OF ORIGINALITY .....</b>  | <b>iii</b> |
| <b>ENCOURAGEMENT.....</b>  | <b>iv</b>  |
| <b>ACKNOWLEDGEMENT .....</b>   | <b>v</b>   |
| <b>EXTENDED GRATITUDE.....</b>   | <b>vii</b> |
| <b>TABLE OF CONTENTS.....</b>  | <b>x</b>   |
| <b>LIST OF FIGURE .....</b>  | <b>xii</b> |
| <b>ABSTRACT .....</b>  | <b>xiv</b> |
| <b>CHAPTER I.....</b>  | <b>1</b>   |
| <b>INTRODUCTION .....</b>  | <b>1</b>   |
| A. Background.....   | 1          |
| B. Research Question.....  | 6          |
| C. Purpose of The Research .....   | 6          |
| D. Theoretical Framework.....  | 6          |
| 1. <i>Public Diplomacy</i> .....   | 7          |
| E. Hypothesis .....  | 11         |
| F. Research Methodology .....  | 11         |
| G. Research Composition.....   | 12         |
| <b>CHAPTER II .....</b>  | <b>13</b>  |
| <b>THE DYNAMIC OF JAPAN-INDONESIA BILATERAL<br/>RELATIONS AND JAPANESE DIGITAL DIPLOMACY<br/>.....</b> | <b>13</b>  |
| A. Japan and Indonesia bilateral relations .....   | 13         |
| 1. Japan and Indonesia bilateral relations during the<br>Second World War.....                         | 14         |

|   |           |
|---|-----------|
| 2. Japan and Indonesia bilateral relations Post-independence .....  | 16        |
| 3. Bilateral relations between Japan and Indonesia during the Old Order and the New Order .....   | 17        |
| 4. Bilateral relations between Japan and Indonesia during the period of Reformation .....   | 19        |
| 5. The Japanese challenge in maintaining bilateral relations with Indonesia.....  | 22        |
| B. The dynamic of Japanese diplomacy toward Indonesia before digital diplomacy is applied .....   | 24        |
| C. The effort of Japan in conducting digital diplomacy in Indonesia .....   | 30        |
| 1. Instagram .....  | 34        |
| 2. Facebook.....  | 36        |
| 3. YouTube .....  | 38        |
| 4. Website .....  | 40        |
| <b>CHAPTER III.....</b>   | <b>44</b> |
| <b>THE REASON OF DIGITAL PUBLIC DIPLOMACY UNDERTAKEN BY JAPANESE GOVERNMENT IN THE ADMINISTRATION OF THE AMBASSADOR ISHII MASAFUMI .....</b>  | <b>44</b> |
| A. Digital diplomacy is more effective to increasing Indonesian people familiarity and appreciation with Japan when the majority of Indonesian people who are very active in using the internet and media social..... | 44        |
| B. Digital diplomacy is more intense and personal to support long-term cooperation between two countries  | 55        |
| <b>CHAPTER IV .....</b>   | <b>70</b> |
| <b>CONCLUSION.....</b>  | <b>70</b> |
| <b>REFERENCES .....</b>   | <b>73</b> |

## LIST OF FIGURE

|   |    |
|---|----|
| Figure 2. 1 Ambassador Ishii Masafumi on Regional Conference on Digital Diplomacy (RCDD) .....                              | 34 |
| Figure 2. 2 The Instagram account of the Japanese Embassy in Indonesia .....  | 36 |
| Figure 2. 3 The Facebook account of the Japanese Embassy in Indonesia .....   | 38 |
| Figure 2. 4 The YouTube account of the Japanese Embassy in Indonesia .....  | 39 |
| Figure 2. 5 The YouTube account Indonesia Japan Online Festival 2020 .....  | 40 |
| Figure 2. 6 Official Website of the Japanese Embassy in Indonesia .....   | 42 |
| Figure 2. 7 Ambassador Column on the Official Website of the Japanese Embassy in Indonesia .....                            | 42 |
| Figure 3. 1 Ambassador Ishii Masafumi's unique and cute style on Instagram .....  | 46 |
| Figure 3. 2 TikTok Video of Ishii Masafumi When Celebrates 100,000 Followers on Instagram.....                              | 48 |
| Figure 3. 3 Positive comments from the Indonesian public regarding the activities of the Japanese .....                     | 49 |
| Figure 3. 4 Ambassador Ishii Masafumi lunch post sparked thousands of likes and hundreds of comments.....                   | 50 |
| Figure 3. 5 Upload an Instagram video from the Japanese Embassy in Indonesia that gets lots of parcels from followers ..... | 52 |
| Figure 3. 6 Top 20 country with highest number of internet users .....  | 57 |
| Figure 3. 7 The number of internet users in Indonesia .....   | 58 |
| Figure 3. 8 The Q n A of the Ambassador Ishii Masafumi Highlight on Instagram @jpnamsindonesia.....                         | 60 |

Figure 3. 9 Indonesia and Japan population demographic  
graphic in 2045 .....67