CHAPTER I
INTRODUCTION

A. Background

Japan is located in the easternmost continent of Asia and the third largest archipelago country in the world (6,852 islands) after Indonesia (13,466 islands) and the Philippines (7,641 islands) (Indonesia-Osaka, 2016). Japan is known as a country that was once very successful in becoming an expansionist country. In the course of Japanese history, the pattern of Japanese foreign policy before World War II ended was known to be very military-centric, the military-centric foreign policy was ended after the defeat of Japan in the World War II.

After experiencing defeat in World War II, Japan has a bad image in the eyes of the world and the countries it had colonized. Therefore, Japan is trying to change its image towards its country, this effort is done because Japan wants to gain international trust (Nuraini, 2017). Japan's dark history that gives to former colony will never be forgotten, will become a terrible memory and a history that will continue to be studied.

Indonesia is one of the countries that was colonized by Japan. In Indonesia, Japan was aggressively and blindly exploiting the local population to become slaves. Both men and women were forced to do everything cruelly ordered to realize their ambitions, such as becoming *Romusha* and *Jugun Ianfu* (Cahya, 2017). *Jugun Ianfu* is a human rights problem committed by the Japanese government during World War II. McDougall states that the '*ianfu*' system is a systematic rape, sexual slavery, and the practice of

slavery during times of armed conflict (Anniza Kemala, 2020). Not only exploiting human resources, but Japan also exploited natural resources owned by Indonesia. During the occupation, the cruel treatment of the Japanese made a horrible impression on the Indonesian people's minds (Padiatra, 2020). The cruel treatment that Japan did, became a bad image in Indonesia, so Japan needs to change this lousy image by re-building the image that they are a peaceful country, a friendly country, and a country that has changed from its fascist 75 years ago.

The effort of Japan to change its image is carried out through diplomacy. Diplomacy has become an essential tool to maintain relations, and Indonesia is one of the targets of Japanese diplomacy. For Japan, Indonesia is one of the most important strategic partners and can be likened to having a brother and sister relationship (Embassy, Japan, 2017). Also, Indonesia has a significant role in Japan. Former Japanese Prime Minister Shinzo Abe stated that there was a role for Indonesia in achieving Japan's success. This makes Japan want to cooperate with Indonesia. Abe said Japan is very interested in cooperating with Indonesia because Japanese expectations are very high for Indonesia. There is a lot of potentials that can be worked on together. This potential includes exports of natural resources, technology transfer, and Japanese investment in Indonesia (Wicaksono, 2017).

Indonesia for Japan is a country that has strategic values in terms of economy, geography, politics, and so on. From an economic point of view, Indonesia imports many products from Japan, Indonesia is a market for Japanese products and a place for Japanese industries to invest. Geographically, Indonesia is an archipelago with two-thirds of the ocean area more than land because of that, Indonesia has

become second ranks after Canada as a country with the longest coastline in the world (Gischa, 2019). Furthermore, Indonesia is seen as having a very strategic position. This is due to its position, which is directly adjacent to the Malacca and Lombok Strait; this can be used as a route for international trade and a shipping for oil from the Middle East. On the other hand, Indonesia is also seen as having an essential role in the ASEAN region (Padiatra, 2020). Thus, Indonesia is a significant partner for Japan.

By seeing that Indonesia is a significant partner for Japan, but on the one hand, Japan has a dark history that was done to Indonesia when it was colonizing, such as exploiting natural resources, human resources, harassment, and betrayal of the leaders of the Indonesian nation before independence, made Japan must do the utmost in rebuilding the good image of his country in Indonesia. One of the diplomatic efforts that Japan has made to Indonesia is by using economic diplomacy and cultural diplomacy.

In economic diplomacy, Japan uses Official Development Assistance (ODA) to realize economic and social development in Indonesia. The Japanese Government, for more than 40 years, has contributed to supporting Indonesia in various forms, such as financial assistance, technology, and emergency assistance for natural disaster victims (Kedutaan Besar Jepang di Indonesia, 2020). Besides ODA, Japan also uses Japan International Cooperation Agency (JICA), JICA is a support program that aims to encourage various development projects (JICA, 2020). Japanese efforts to improve the image of its country in Indonesia are also carried out through cultural diplomacy, namely through the Japan Foundation, holding Japanese cultural events in Indonesia, and introducing Japanese cartoons, Japanese culinary, comics/manga, and so on.

In the current era of globalization, globalization impacts various aspects, one of which is the speed of development of information and communication technology or commonly abbreviated as ICT. Currently, connectivity has greatly increased, the internet is growing very rapidly, and social media users have improved thousands of percent. With the speed of globalization, in carrying out diplomacy, there is a shift in diplomatic practice, where once a country in conducting diplomacy was carried out traditionally today with the development and advancement of ICT has provided a massive change so that diplomacy can be done using modern technology and the internet network, because of that the trend of e-diplomacy or digital diplomacy was emerged.

During its development, Japan is a country that places technology as an essential element in various aspects. Japan develops diplomacy practices by following this digital diplomacy trend in Indonesia, where previously, Japan used more economic diplomacy and cultural diplomacy. The digital diplomacy that Japan has carried out in Indonesia can be seen from the social media belonging to the Japanese Embassy in Indonesia. The Japanese Embassy's social media content to Indonesia is mostly filled by the Japanese Ambassador to Indonesia, Ishii Masafumi. Ishii Masafumi quirky style has successfully captured the attention of the Indonesian people and the world. The media from Hong Kong, the South China Morning Post, said Ishii Masafumi had successfully won Indonesians' hearts in his Instagram uploads (Agriyana, 2019). The practice of digital diplomacy of the Japanese government to Indonesia during the era of the Ambassador Ishii Masafumi was carried out more intensively and massively.

In approaching Indonesian society Ishii Masafumi did a different and very unique things through social media of the Japanese Embassy in Indonesia, Instagram. The 61-year-old man was in the spotlight because of his habit of uploading lunch menu photos on his @jpnambsindonesia account, not only was his lunch menu tempting, the citizens were also fascinated by his adorable poses, like posing imitating barong dance when tasting Balinese rice, duck-style posing when tasting rice mixed with fried duck, to pointing at a map of the area where the food came from (Kumparan, 2019). Beside the unique uploads through Instagram, Ishii Masfumi through the official website of Embassy Japan also always inspires every activity that he does while serving as Indonesian ambassador. Apart from this, the Japanese embassy in Indonesia also held the Indonesia-Japan Online Festival 2020, this event connected directly between Indonesia and Japan.

In this study, the authors used several kinds of literature related to the topics raised in this study, including a journal written by Sejung Park, Dahoon Chung, and Han Woo Park entitled "Analytical framework for evaluating digital diplomacy using network analysis and topic modelling: Comparing South Korea and Japan" (Park, Chung, & and Park, 2019). This journal explains how the digital diplomacy carried out by Japan and South Korea and this journal provides an assessment of how much the effectiveness of digital diplomacy that Japan and South Korea are doing. The weakness of this journal is it does not provide an explanation of the impact of digital diplomacy for the public on various platforms.

So, this study will write about the reasons and urgency for the use of digital diplomacy implemented by the Japanese government in strengthening cooperative relations with Indonesia. The digital

diplomacy of the Japanese government to Indonesia is important to respond because Indonesia for Japan is a country that has strategic values in terms of economy, geography, politics, and so on. Therefore, in this era of globalization, a phenomenon has emerged regarding the development of information and communication technology which makes the distance not importantly, the speed of information is very likely to be obtained so that Japanese diplomacy by seeing Indonesia is a country that is still very strategic must be adjusted through digital diplomacy.

B. Research Question

From the description of the background that has been stated above, the main issues to be analyzed are as follows:

"Why does Japanese government use digital diplomacy to strengthen cooperative relation with Indonesia: during the Ambassador Ishii Masafumi era?"

C. Purpose of The Research
1. To find out Japanese efforts in conducting digital diplomacy in Indonesia during the time of Ambassador Ishii Masafumi.
2. To find out the reason of Japan used digital diplomacy in Indonesia in the era of Ambassador Ishii Masafumi.

D. Theoretical Framework

In an effort to answer the research question and draw conclusions, in analyzing the case of why does Japanese government use digital diplomacy to strengthen cooperative relations with Indonesia: during the Ambassador Ishii Masafumi era, the author uses relevant approach, namely the concept of Public Diplomacy. The concept of Public Diplomacy is able to bridge various issues regarding why does Japanese

government use digital diplomacy to strengthen cooperative relations with Indonesia: during the Ambassador Ishii Masafumi era.

1. *Public Diplomacy*

Diplomacy is the established method of influencing the decisions and behaviour of foreign governments and peoples through dialogue, negotiation, and other measures short of war or violence. Historically, diplomacy meant the conduct of official (usually bilateral) relations between sovereign states (Marks, 2020). States use diplomacy to resolve disputes, form alliances, negotiate treaties, strengthen economic relations, promote cultural and military exchanges, and for a variety of other purposes. Diplomacy encapsulates a broad arrangement of shifting rules, etiquette, goals, procedures, and agreements (Seely, 2011). In its development, diplomacy will always play a central role in determining how countries and other entities interact.

Public diplomacy, also called people's diplomacy, any of various government-sponsored efforts aimed at communicating directly with foreign publics, public diplomacy includes all official efforts to convince targeted sectors of foreign opinion to support or tolerate a government'-s strategic objectives (The Editors of Encyclopaedia Britannica, 2017). Nicholas J. Cull argues that public diplomacy is a process of mutual influence carried out by the state and non-government actors in shaping policies to map positive public opinion in other countries (Viandrina, 2017).

Furthermore, Nicholas J. Cull, defines diplomacy as the mechanisms short of war deployed by an international actor to manage the international environment. Cull tries to interpret the two stages of diplomacy development based on, "player on the world

stage" Traditional diplomacy according to him is international actor's attempt to manage the international environment through engagement with another international actor; public diplomacy is an international actor's attempt to manage the international environment through engagement with a foreign public" (Lusiana, 2018).

Political scientist Joseph Nye [Nye, 2004] describes public diplomacy as a political expression of soft power concept which he introduced in the early 90. In international politics, power is the ability of an actor to influence another to perform certain actions which would not otherwise be undertaken. So, hard power is the ability of an actor to compel another to perform certain actions and tactics that include military intervention, coercive diplomacy and economic sanctions. In contrast, soft power refers to the ability to convince the actor to take those actions (Gurgu, 2016). So, it can be concluded from the above definition that the concept of public diplomacy is part of soft power, where public diplomacy is intended to influence others by gaining attractiveness rather than using threats and sanctions to achieve national interests.

Keywords from contemporary diplomacy (the new public diplomacy) have underlined the term soft power, which was popularized by Nye (2008) at the end of the cold war, as an expression of the actor's ability to get what he expected from the international environment by using cultural appeal instead of using military force or economic (Lusiana, 2018).

EU Strategic Partnership researcher Matthieu Burnay, Joelle Hivonnet & Kolja Raube (2014), give a definition of soft diplomacy in her paper entitled 'Soft Diplomacy and People to People Dialogue between the EU and the PRC' as: One particular soft part of the new

public diplomacy namely the use of instruments which invest in mutual exchanges and learning processes rather than actions that tend to influence the attractions of the other by unilateral means (such as the setup of cultural institutes in third countries) (Burnay, 2014). From the above explanation, it can be said that the concept of public diplomacy has a "soft" part in its implementation.

Mark Leonard argued that *"public diplomacy is about building relationships: understanding the needs of other countries, cultures and peoples; communicating our points of view; correcting misperceptions; looking for areas where we can find common cause. The difference between public and traditional diplomacy is that public diplomacy involves a much broader group of people on both sides, and a broader set of interests that go beyond those of the government of the day"* (Leonard, 2002).

By using public diplomacy, Mark Leonard assessed that there are four goals to be achieved, namely (Leonard, 2002):

1. Increasing people's familiarity with one's country. By making people think of other countries and creating a good image of a country.
2. Increasing people's appreciation of one's country. By creating a positive perception and making other people see the importance global issues from the same perspective.
3. Engaging people with one's country. By strengthening relationships from improving education to scientific cooperation, encouraging people to see us as an attractive tourism destination,

becoming consumers of local product, providing knowledge about the values upheld by actors.

4. Influencing people. By influencing people to invest and supporting a country to become partners in cooperative relations.

Seeing the objectives of public diplomacy stated by Mark above, public diplomacy must be carried out through two-way communication, to get a good direction of communication and to avoid misunderstandings. Digital diplomacy carried out by Japan in Indonesia is one of Japan's strategies in carrying out public diplomacy, where digital diplomacy provides a way for Japan to get a positive and good image for the Indonesian people. In its implementation, Japan has done many ways in conducting public diplomacy through digital platforms, one of which is through the social media account of the Japanese Embassy in Indonesia, where the content mostly filled by The Ambassador to Indonesia Ishii Masafumi, with a humorous and fresh approach, Ishii Masafumi provides its own uniqueness to the wider community.

The digital diplomacy carried out by the Japanese government during the time of the Ambassador Ishii Masafumi is an effort to build an understanding with the Indonesian state, where the characteristics of the Indonesian people are very active in using social media. So, By looking at the definitions and goals that can be achieved from public diplomacy by Mark Leonard, it can be said that the use of digital diplomacy carried out by the Japanese government to Indonesia during the Ambassador Ishii Masafumi aims to attract public attention, therefore the goals can be achieved to increase people's familiarity, increasing people's appreciation, engaging people, and Influence more people from various circles in a fast time, carried

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out intensively (days by days), continuously, more practical, and can be more engaged to Indonesian people not only to government officials but directly touch Indonesian society, when the characteristics Indonesian people who are very active internet users.

E. Hypothesis

Japan used digital diplomacy in Indonesia during the time of the Ambassador Ishii Masafumi because:

1. Digital diplomacy is more effective to increasing Indonesian familiarity and appreciation with Japan when the majority of Indonesian people who are very active in using the internet and media social

2. Digital diplomacy is more intense and personal to support long-term cooperation between two countries

F. Research Methodology
1. Methods for collecting the data

Data collection methods used by the author in finding the information needed are Literature Studies and Online Research, namely collecting data or information by reading or studying reference books, scientific journals and textbooks related to the topics discussed. The type of data used by the author is primary data the researchers obtained directly from interview with Japanese Embassy in Indonesia and secondary data from the literature (books, scientific journals, print media and internet sites).

2. Methods for data analysis

This research uses an explanative method with a qualitative approach, where the research subject is the social media of the Japanese Embassy in Indonesia.

G. Research Composition

Chapter I

This chapter describes the background, research question, purpose of the research, theoretical framework, hypothesis, research methodology, and research composition.

Chapter II

This chapter describes Japan and Indonesia bilateral relation before digital diplomacy existed also the roles and efforts made by Japan in carrying out digital diplomacy toward Indonesia.

Chapter III

This chapter analyzes the significant Japan's digital diplomacy to Indonesia and proves the reasons behind the use of digital diplomacy by the Japanese government to Indonesia in the era of the Ambassador Ishii Masafumi are because digital diplomacy is more effective to increasing Indonesian familiarity and appreciation with Japan also digital diplomacy is more intense and personal to support long-term cooperation between two countries.

Chapter IV

This chapter conducts of conclusion of the research, also the last chapter in this research.