

CHAPTER I

INTRODUCTION

In this section, the author will provide an overview of the background of the analysis, which concentrates on Japanese public diplomacy conducted through the Japan Foundation. The author will describe the theoretical framework applied to this research, which led to the hypothesis discovered by the author. In addition, the author addresses fundamental aspects of writing this thesis, including research objectives, research methodologies, research scope, and the structure of the writing.

1.1 Background

Japan has been among the countries that have adopted the use of soft power as a means of cultivating a positive and favorable national image or perception among the global population. After the end of World War II, Japan faced a substantial transformation in its objectives, shifting from a focus on the military to one centered on economic growth, development, and non-military matters. Japan employed soft power strategies to bolster its international standing and cultivate diplomatic ties with other nations, particularly in East Asia and Southeast Asia, such as Indonesia, which historical sensitivities regarding Japanese militarism. These efforts not only contributed to Japan's economic recovery and growth, but also helped to improve its global reputation. Japan's utilization of this soft power strategy is a manifestation of its endeavors to recover and project a positive image on the global stage. Japan uses soft power as a diplomatic instrument to transform its global perception from that of an aggressive country to that of a nation that promotes peace. This approach entails the establishment of economic cooperation between Japan and Indonesia, whereby Japan not only cultivates business connections but also provides economic assistance. Japan's provision of economic assistance can be seen as a way for Japan to address the historical consequences of its past colonies (Palit et al., 2022).

Japan implemented Public Diplomacy as a tool of Japan's soft power strategy. Public diplomacy is a strategy of approaching other countries in a relaxed and peaceful manner with the aim of attracting the attention of people in general. Public Diplomacy's strategy focuses on fostering partnerships, identifying shared interests, and promoting Japan's positive attributes. Moreover, Japan's public diplomacy activities aim to initiate Networking and Branding which are related to one another, in order to maintain their

cooperation and national image. In other word, Japan main concern to carries out public diplomacy is that it can become a basic tool for its desire to maintain cooperation and national branding of its country with other countries.

In 2017, the Ministry of Foreign Affair of Japan posited that the execution of public diplomacy endeavor encompasses five distinct functions. Firstly, to facilitate the global dissemination of Japan's diplomatic condition and policies. Secondly, to disseminate information about Japan's domestic circumstances and policies to the global audience. Furthermore, to execute international treaties aimed at fostering cultural interchange. In addition, to foster collaboration between Japan and international organizations. Last but not least, to facilitate the representation of Japanese culture on an international scale and foster cultural interactions with foreign nations (Haliza, 2019). In an effort to achieve these five functions, Japan formulated new organizations to carry out the Japanese public diplomacy such as The Japan Foundation.

The establishment of the Japan Foundation occurred afterwards, and it was subsequently formalized as a legal administrative agency under authority of the Ministry of Foreign Affairs (MOFA) in. The primary objective of the Japan Foundation is to carry out policies regarding operational matters, with a particular emphasis on international cultural interaction. It is tasked with devising and coordinating its own initiatives, as well as providing assistance to individuals and organizations who share a similar vision. The Japan Foundation possesses distinct aims that render it the sole governmental entity committed to executing comprehensive worldwide cultural exchange initiatives formed across diverse nations (Rudiawan, 2022). As time went by, the Japan Foundation changed its status to an independent administrative institution in 2003. This change in statistics also had an impact on the independence of the Japan Foundation as an organization, including funding problems so that currently the Japan Foundation's funding comes from annual government subsidies, private donations and also private funding. (Mahendra, G. R., 2018) Based in Tokyo, the Japan Foundation has 24 branch offices around the world including in Indonesia. In order to fulfill its objective, the Japan Foundation cultivates strong alliances and collaborates closely with Japanese Embassies and Consulates worldwide, Japanese language institutes, and international cultural exchange groups. This enables the foundation to broaden its endeavors on a global level.

1.2 Research Question

Based on the background that has been described, the formulation of the problem that the author will discuss in this study is "How did Japan carry out Public Diplomacy through The Japan Foundation in Indonesia in 2020-2023?"

1.3 Research Objective

This study's primary objective is to provide answers to research questions that seek to elucidate and delve deeper into Japan's public diplomacy approach towards Indonesia, and the Japan Foundation's programs and activities in Indonesia from 2020 to 2023. In addition, this study will inform the obstacles the Japan Foundation experienced while executing its programs and activities, especially following the pandemic conditions in Indonesia.

1.4 Theoretical Framework

A. International Non-Governmental Organization (INGO)

An International Non-Governmental Organization (INGOs) is a non-profit organization recognized internationally as having programs that reflect the aims of the organization in each and every activity that it carries out. An INGO is one of the actors that influence the interactions between actors in international relations through their interactions. Even more so concerning state actors, whose foreign policy subsequently transforms into a matter of national interest. International organizations lack a foreign policy agenda. International Non-Governmental Organizations (INGOs) have assumed a particularly significant role in the domain of global politics since the end of the Cold War (Emadi-Coffin, 2021). Private non-governmental organizations that operate in multiple nations and are not-for-profit are created in accordance with intergovernmental agreements. INGOs are typically social, cultural, athletic, or artistic organizations.

INGOs hold a common objective or mission with non-governmental organizations (NGOs). However, they operate on a global scale and establish subsidiaries in multiple nations to tackle specific challenges. Some INGOs are operational, with a variety of initiatives and operations designed to aid in the development of community-based organizations in each country. INGOs are capable of contributing positively to society. This may be accomplished directly or indirectly by educating the community via training, counselling, or various other methods (Amorita, 2021).

The author will examine the relationship between Japan and Indonesia using INGO Theory. Using INGO Theory, it will be seen how exactly the relationship between Japan and

Indonesia was formed, and the impact of the Japan Foundation on the relationship between them.

B. Public Diplomacy

Nowadays, diplomacy has increasingly developed over time to meet the changing circumstances in the international environment. Currently, diplomacy is more directed towards soft power. Soft power includes numerous aspects such as cultural aspects, value systems, and policies. A country has the potential to secure its interests from other actors through many means such as cultural features, value systems, and policies that serve as attractive incentives to these parties (Aruni et al., 2022). In soft power diplomacy, the state as an actor seeks to invite and carry out positive relations. This can be an offer of cooperation without coercion or cultural promotion (Yani & Lusiana, 2018). This strategy is carried out voluntarily according to the wishes of each party and also with the result of a positive contribution for each party involved without coercion involved. This method is effective as an element in foreign policy to fulfil national interests in several countries such as Japan, Thailand, South Korea, and others. Approaches using the concept of public diplomacy are carried out by several countries as an effort to establish communication with the public and not only focus on international interactions with state governments.

Public diplomacy is a particular topic inside the fields of political science and international relations that focuses on the examination of the methods and implementation through which nation-states and other international entities interact with global audiences in order to advance their own interests. Public diplomacy is fundamentally concerned with the application of influence over the opinions expressed by people. Public diplomacy should not be mistaken as a typical public relations effort. Rather, it involves the dissemination of information and the cultivation of a favorable perception, with the ultimate aim of fostering enduring partnerships. The significance of image or reputation is paramount, as governments are increasingly engaged in a competition for credibility, not only among government entities but also with non-government entities.

Public Diplomacy involves building a relationship with another nation through an understanding of that nation's needs, its people and culture, its perspective on other nations, the correction of misconceptions, and the identification of shared interests (Leonard Mark, Stead Catherine, 2017). In addition, public diplomacy is the process of communicating with society and other nations.

According to Leonard, there are 4 purposes for a country to conduct public diplomacy, namely:

1. Enhancing individual's acquaintance with a certain nation (prompting contemplation, refreshing their perceptions, reversing harmful viewpoints);
2. Enhancing individual's recognition and admiration for their nation (fostering favorable impressions, encouraging others to adopt a shared stance on matters of global significance);
3. Fostering engagement of individuals with one's nation (enhancing connections - spanning from educational reform to scientific collaboration; promoting the perception of the country as an appealing place for tourists, academic pursuits, and remote learning; stimulating consumer interest in our products; cultivating comprehension and endorsement of the country's societal principles);
4. Exerting influence over individuals or groups, such as persuading companies to invest, garnering public support for our stances, or becoming a preferred partner for politicians (Leonard Mark, Stead Catherine, 2017).

To attain this objective, there exist three facets of public diplomacy that facilitate the transmission of a message. These facets, which encompass the tactics employed in public diplomacy, are news management, strategy communication, and relationship building. Each of these three elements has a distinct function in establishing the country's image, which in turn enhances its appeal and increases the likelihood of attaining its national objectives. State government broadcasting is crucial as it allows for targeted messaging to specific groups. Additionally, internet publication as a form of broadcasting is highly effective due to its flexibility in conveying information and its cost-effectiveness. This indirect communication method helps foster positive relations between a country's citizens and foreign cultures. Public diplomacy will be enhanced by reciprocal engagement and active listening between both parties (Haliza, 2019).

In Jan Melissen's book entitled "The New Public Diplomacy: Between Theory and Practice", public diplomacy is one of the strategies carried out by the state in implementing its interests as well as expanding its values so that communication occurs to introduce its ideas, institutions, culture, and national policies. In conducting public diplomacy, there are 3 indicators of public diplomacy. First, diplomacy in general is a unique state activity or practice, where public diplomacy operates with a network of international relations rather than just centered on a hierarchical government system. Public diplomacy itself can be carried out by various types of actors, where these actors can interact with each other and learn about the public diplomacy process itself. Second, public diplomacy is usually aimed at foreign publics, and strategies to deal with foreign publics need to be distinguished from the socialization of

domestic diplomacy or not to socialize diplomacy strategies to domestic, although in practice, domestic information can easily reach foreign publics and vice versa. With the power of communication technology, external identity building can also be used as one of the public diplomacy strategies to deal with this. The relationship between public diplomacy and domestic communication will indirectly continue to be influenced by the forces of globalization and will continue to be a challenge for the ministry of foreign affairs. Third, public diplomacy is used as a step to convey the positive aspects of a country to foreign publics, and public diplomacy activities themselves have changed from traditional steps such as providing information to the public and foreign media, to modern steps that involve more direct public diplomacy activities with foreign audiences, where these steps have several objectives such as political dialogue, trade and foreign investment, forming opinion gates, to conflict prevention and military intervention (Melissen, 2005).

Public diplomacy activities are generally aimed at forming a public opinion in a country. The things that are done will also usually depend on what kind of opinion a country wants to realize (Melissen, 2005). However, not all activities will form a positive opinion or arguably public diplomacy activities do not always form a positive response to a country, especially if a country in conducting its public diplomacy is too focused on independent interests and foreign policy of the country alone without reciprocity. In practice, public diplomacy is not only carried out by the government, but organizational institutions or NGOs and even individuals can become an actor who is adept at conducting public diplomacy or in influencing foreign publics (Melissen, 2005).

The author believes that this theory will help the author to find the answer to the research question. The author also sees that the concept of public diplomacy is suitable to address the ongoing issues. By using the concept of public diplomacy, the author will analyze how Japan uses this concept as their foreign policy and their strategy to achieve their interests. Moreover, with the concept of public diplomacy, the author will also see how the success of public diplomacy can be achieved, and what impact it has on the country that is the target.

1.5 Hypothesis

Based on the explanation of the framework of thought that the author has compiled to answer Japan's efforts to implement its public diplomacy in Indonesia through the Japan Foundation is that the Japan Foundation in Indonesia conduct their various social programs that focusing on Japanese culture, language, and studies.

1.6 Research Methodology

This thesis uses a combination methodologies approach, combining descriptive and qualitative research methods to better understand the formation of reality and the interpretation of its significance. The author conducted extensive research using a diverse range of written sources, including books, magazines, and online articles, as well as other forms of published literature. Moreover, the author also conducted an interview with the Japan Foundation for more information. The author systematically gathered all pertinent information pertaining to the concerns that formed the central focus of this research, aligning it with the theoretical framework. The author categorizes the data and conducts analysis using the books, journals, and articles that have been collected in alignment with the title and their relevance to it. Ultimately, the author formulates conclusions regarding the situation by analyzing the data and presents them in a manner that aligns with the current state of affairs.

1.7 Scope of The Research

The research being conducted will focus on 2020-2023 period of the Japan Foundation in Indonesia, aiming to evaluate the utilization of public diplomacy strategies in the context of long-term diplomatic efforts. The Japan Foundation, which functions as one part of Japan's public diplomacy in Indonesia, has observed both favorable and unfavorable aspects in the execution of its projects, especially following the COVID-19 pandemic. The author aims to investigate the impact of the pandemic on the performance of Japan Foundations in the 2020-2023 period, specifically focusing on Japanese public diplomacy.

1.8 Writing Structure

CHAPTER I

In this chapter, the author will explain Japan's soft diplomacy, the definition of the Japan Foundation, and the relations between Japan and Indonesia. Afterwards, the author will explain the context of the Jakarta Japan Foundation.

CHAPTER II

In this chapter, the author would explain more about the programs that were conducted by the Japan Foundation in Indonesia and how the Japan Foundation ran its program. Afterwards, the author will discuss more about the obstacles faced by the Japan Foundation.

CHAPTER III

In the last chapter, the author will conclude with the result of analysis on Japan's public diplomacy through the Japan Foundation in Indonesia.