

**SWOT Analysis of The Failure of Cool Japan to Achieve Its  
National Interest**

**Thesis**



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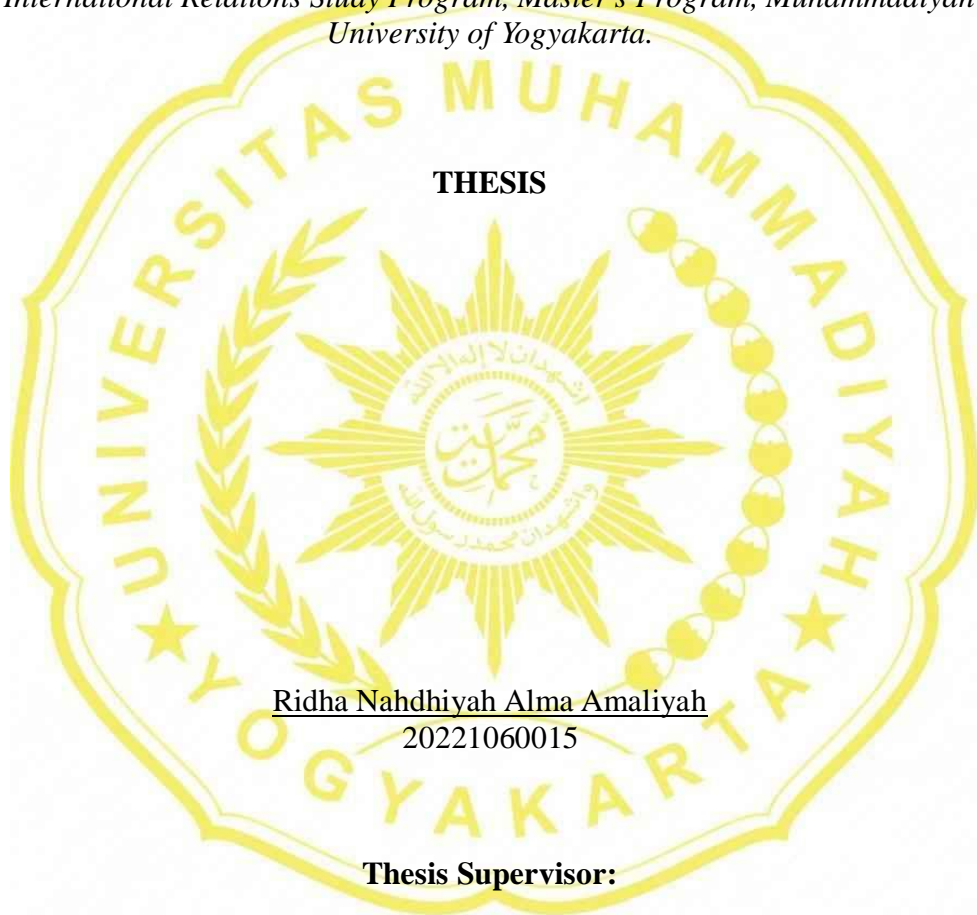
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**POSTGRADUATE PROGRAM  
MASTER OF INTERNATIONAL RELATIONS  
UNIVERSITAS MUHAMMADIYAH YOGYAKARTA**

**TITLE PAGE**

**SWOT Analysis of The Failure of Cool Japan to Achieve Its  
National Interest**

*Submitted to fulfill the requirements for obtaining a master's degree in the  
International Relations Study Program, Master's Program, Muhammadiyah  
University of Yogyakarta.*



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Yogyakarta, July 3<sup>rd</sup>, 2024



Ridha Nahdhiyah Alma Amaliyah

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## **WORD ABBREVIATION**

**AI:** Artificial Intelligence

**ANEWS:** All Nippon Entertainment Works

**ASEAN:** Association of Southeast Asian

**COVID-19:** Coronavirus Disease 2019

**FDI:** Foreign Direct Investment

**GDP:** Gross Domestic Product

**GNC:** Gross National Cool

**GNP:** Gross National Product

**KOCCA:** Korea Creative Content Agency

**KOFICE:** Korea Foundation for International Culture Exchange

**KTO:** Korea Tourism Organization

**K-Wave:** Korean Wave

**METI:** Ministry of Economy, Trade, and Industry

**MLIT:** Ministry of Land, Infrastructure, Transportation, and Tourism

**MOFA:** Ministry of Foreign Affairs

**NHK:** Nippon Hoso Kyoukai

**SWOT:** Strength, Weakness, Opportunity, and Threat

**UNCTAD:** United Nations Conference on Trade and Development

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