

## **ABSTRACT**

*After the end of World War II Japan had difficult period of time especially about the bad image of in the international world because what Japan have been done during World War II and it was making Japan gained rejection by other countries. Japan decided to improve and to rebuild the national image from the bad image caused by World War II into peaceful and friendly Japan. Japan changes their way of public diplomacy from hard power to soft power, Japan uses the culture as the attraction of soft public diplomacy, manga and anime as one the tools of the soft public diplomacy. This paper will discuss about how could manga and anime rebuild the image of Japan to the international world. This paper will use the theory of public diplomacy and the concept of soft power as its tools of analysis.*

*Keyword: Japan, manga and anime, image of Japan, World War II.*