

CHAPTER III

JAPANESE CULTURAL DEVELOPMENT

Japanese hard power gave the negative impacts for Japan itself and because of that Japanese government decided to increasingly base its cultural diplomacy in soft power as the Japanese public diplomacy.

In the history of Japan, like in the previous chapter, told that Japan got the bad image and the situation that needed an improvement of image of Japan to the international world post World War II. This section discusses about how Japan tries to improve or rebuild its image by using soft power as the public diplomacy. This section also elaborates aspects that could trigger how Japan could successfully to do soft diplomacy and also how manga and anime as part of cool Japan can attract the world. This chapter also explains in detail about how Japan used manga and anime as their soft diplomacy and how Japan makes it possible to improve its image to the international world.

A. Japan's Gross National Cool

The hard power that has been done by Japan did not go well and Japan should have to take an alternative to do the public diplomacy with new style. Since the beginning of the last century, Japan has undertaken the initiative to increase its soft power and to extend the influence to the international world as the efforts of Japan to rebuild its image post World War II. The soft power of Japan is called as "Cool Japan". Manga and anime are the two of tools to promote Japanese culture.

Government of Japan also support the cultural diplomacy as Japan public diplomacy by making an organization and also institution to support the “Japan’s Gross National Cool” or called “Cool Japan”. Manga and anime have become two of main products of culture export of Japan.

The concepts of Japan’s Gross National Cool are referring primarily to cultural exports, such as manga and anime. Cool Japan is a national movement to encourage the Japanese people to fully exercise their voluntary creativity in the international community. Cool Japan includes Japanese culture and products such as animations, manga, characters and games. Japanese cuisine and also Japanese high tech robots are also “Cool Japan”. Cool Japan program is all about the unique and the positive aspects of Japan. Cool Japan is a jargon from Japan itself to make people attracted. The government wanted to use cool Japan or known as popular culture aspects for the purpose of public diplomacy and the jargon of Cool Japan is used for branding the Japan itself and for it sounds good and cool. Japanese government became strongly supporting its creativity and continued to develop the cultural sector. Demonstrating the value of Japan to the world will be an essential public image that Japan delivers to the World.²⁸ One of “Cool Japan” missions is “developing a better public image of Japan to the International World”

According to McGray (2002), in the 1980s Japan was an economic superpower, but as its economy declined up to the early 2000s, it transformed into one of the most culturally influential countries in the world. The expanding cultural influence of Japan began by first successfully influencing the regions of

²⁸<https://www.japansociety.org/resources/content/2/0/5/4/documents/gross%20national%20cool.pdf>. Accessed in 19 Sept 2016.

Europe and Asia. As the gross domestic product (GDP) and the value of the yen fell, and unemployment rose were in correlation, the country still managed to succeed in influencing the world in the areas of film, music, video games, and other aspects of culture by considering the case of the following two Japanese cultural exports and their global influence.²⁹

The global phenomenon in the late twentieth and early twenty first centuries was the rise of Japanese popular culture and it has been one of the undeniable phenomenon. Cool Japan has been known by people around the world and mostly people recognized the word of cool Japan is for anime and manga. Manga and anime are not the only things of government tools for Cool Japan but when manga and anime became popular the Cool Japan sounds as the jargon for the popularity of Japanese manga and anime.

B. Manga and Anime

Manga is Japanese comics and anime is Japanese animation. Both manga and anime are loved by people all of ages and it makes Japan popular because of their manga and anime. Manga or Japanese comics are generally printed in black and white and manga is very popular in Japan itself and also in other countries because it can be read by all of ages. Manga uses many characters that make people love it and the characters in manga are also adorable. Beside the characters that are mostly adorable and attractive, the themes of manga itself are interesting.

²⁹Liberty University, (Liberty University 2016)<http://digitalcommons.liberty.edu/cgi/viewcontent.cgi?article=1633&context=honors>. Accessed in 19 sept 2016.

The themes in manga include action adventures, science fiction, romance, and horror.

Anime is Japanese animation. Mostly anime was taken from manga because there were so many popular manga became anime but not all anime was inspired by manga. The differences between manga and anime are actually because anime has color and anime is broadcasted in TV. In addition, anime brings the characters to life with the sound and the movement of the characters.

Figure 1: Manga Dragon Ball



<http://fotos.subefotos.com/>

Figure 2: Anime Characters



<https://myanimelist.cdn-dena.com>

Manga and anime popularity is growing every day and becomes a global phenomenon. Many people are addicted to manga and anime because the stories in manga and anime are easy to understand. They served good and interesting stories, and mostly, people who love manga are children because beside the characters in manga and anime that are cute and adorable, they also are able to convey the emotion easily. Manga and anime become popular because they are attractive, and manga can be found in almost every books stores.

Figure 3; 100 Grossing Animation in The World

Rank ♦	Title	Worldwide gross ♦	Year ♦	Ref
1	<i>Your Name</i> †	\$354,001,149	2016	[# 1]
2	<i>Spirited Away</i>	\$289,096,544	2001	[# 2]
3	<i>Howl's Moving Castle</i>	\$235,184,110	2004	[# 3]
4	<i>Ponyo</i>	\$201,750,937	2008	[# 4]
5	<i>Stand by Me Doraemon</i>	\$196,442,714	2014	[# 5]
6	<i>Pokémon: The First Movie</i>	\$163,644,662	1998	[# 6]
7	<i>Princess Mononoke</i>	\$159,375,308	1997	[# 7]
8	<i>The Secret World of Arrietty</i>	\$145,570,827	2010	[# 8]
9	<i>The Wind Rises</i>	\$136,333,220	2013	[# 9]
10	<i>Pokémon: The Movie 2000</i>	\$133,949,270	2000	[# 10]
11	<i>One Piece Film: Z</i>	\$74,223,861	2012	[# 11]
12	<i>Pokémon Zoroark: Master of Illusions</i>	\$71,143,529	2010	[# 12]
13	<i>Tales from Earthsea</i>	\$68,673,565	2006	[# 13]
14	<i>Pokémon 3: The Movie</i>	\$68,411,275	2001	[# 14]
15	<i>Detective Conan: The Darkest Nightmare</i>	\$66,280,000	2016	[# 15]
16	<i>One Piece Film: Gold</i> †	\$66,207,073	2016	[# 16]
17	<i>Yo-Kai Watch: The Secret is Created, Nyan!</i>	\$65,000,000	2014	[# 17]
18	<i>Dragon Ball Z: Resurrection 'F'</i>	\$61,768,190	2015	[# 18]
19	<i>From Up on Poppy Hill</i>	\$61,459,425	2011	[# 19]
20	<i>Evangelion: 3.0 You Can (Not) Redo</i>	\$60,487,945	2012	[# 20]
21	<i>Doraemon: Nobita and the Birth of Japan 2016</i>	\$58,400,000	2016	[2]
22	<i>Pokémon: Black and White</i>	\$57,082,491	2011	[# 21]
23	<i>Wolf Children</i>	\$54,999,779	2012	[# 22]
24	<i>The Cat Returns</i>	\$53,918,847	2002	[# 23]
25	<i>Pokémon: Arceus and the Jewel of Life</i>	\$50,673,078	2009	[# 24]
26	<i>Dragon Ball Z: Battle of Gods</i>	\$50,353,002	2013	[# 25]
27	<i>One Piece Film: Strong World</i>	\$49,271,280	2009	[# 26]
28	<i>The Boy and the Beast</i>	\$48,600,000	2015	[# 17]
29	<i>Doraemon: Nobita and the Island of Miracles</i>	\$46,667,538	2012	[# 27]
30	<i>Pokémon: Kyurem vs. the Sword of Justice</i>	\$46,008,255	2012	[# 28]

<http://www.boxofficemojo.com/>

Figure 4; Most Selling Manga in The World Over 100 Thousand Copies Worldwide

At least 100 million copies [edit]

Manga series	Author(s)	Publisher	Demographic	No. of collected volumes	Serialized	Approximate sales
<i>One Piece</i>	Eiichiro Oda	Shueisha	Shōnen	84	1997–present	416 million ^[1]
<i>Dragon Ball</i>	Akira Toriyama	Shueisha	Shōnen	42	1984–1995	240 million ^[2]
<i>Naruto</i>	Masashi Kishimoto	Shueisha	Shōnen	72	1999–2014	220 million ^[3]
<i>Golgo 13</i>	Takao Saito	Shogakukan	Seinen	183	1968–present	200 million ^[4]
<i>Kochira Katsushika-ku Kameari Kōen-mae Hashutsujo</i>	Osamu Akimoto	Shueisha	Shōnen	200	1976–2016	156 million ^[4]
<i>Pokémon Adventures</i>	Hidenori Kusaka, Mato and Satoshi Yamamoto	Shogakukan	Shōnen	52	1997–present	150 million ^[5]
<i>Case Closed</i>	Gosho Aoyama	Shogakukan	Shōnen	91	1994–present	140 million ^[5]
<i>Oishinbo</i>	Tetsu Kariya and Akira Hanasaki	Shogakukan	Seinen	111	1983–present	130 million ^[7]
<i>Slam Dunk</i>	Takehiko Inoue	Shueisha	Shōnen	31	1990–1996	121 million ^[8]
<i>Astro Boy</i>	Osamu Tezuka	Kobunsha	Shōnen	23	1952–1968	100 million ^[9]
<i>Doraemon</i>	Fujiko Fujio	Shogakukan	Children	45	1969–1996	100 million ^[10]
<i>Fist of the North Star</i>	Buronson and Tetsuo Hara	Shueisha	Shōnen	27	1983–1988	100 million ^[11]
<i>JoJo's Bizarre Adventure</i>	Hirohiko Araki	Shueisha	Shōnen/Seinen	117	1987–present	100 million ^[12]
<i>Touch</i>	Mitsuru Adachi	Shogakukan	Shōnen	26	1981–1986	100 million ^[13]

<https://www.animenewsnetwork.com/>

The examples of popular manga and anime are Doraemon, Detective Conan, One Piece, and Naruto.

1. Doraemon is one popular manga and anime in the world. Doraemon tells about adventures, dreams, friendship and also fictional technology. According to the Japan info, Doraemon was created in 1969 which was the golden age of manga industry in Japan. About 1,350 episodes of Doraemon were published from 1969 to 1996 including more than 12 volumes of the book. The popularity of Doraemon hit Japan, selling 15 million copies upon republishing the 19 volume comics in February 1980, five months after the anime tv series and the movie was released in October 1979. The characters in Doraemon are very interesting and

adorable. In addition, stories that they serve always give a good influence to children. If stories it is good for children automatically it is good also for young and adult people. In Doraemon also people are thought to solve the problem by ourselves like Nobita. When Nobita wants to solve the problem instantly it will make a big problem in the end, and after he did the wrong things he will get a lesson from what he has done. So, when we read Doraemon we can learn good things. The popularity of Doraemon has globalized in so many countries such as Indonesia.³⁰

Figure 5; Doraemon anime and manga of Japan



source: <https://myanimelist.cdn-dena.com/images/anime/6/724071.jpg>

2. Detective Conan is popular manga and anime in the world. The story in Detective Conan is very cool and credible. Why Detective Conan become such a cool anime and manga because it serves a very cool and clever plot

³⁰ Doraemon's World Wide Popularity and Copy Right Issues, (Doraemon's World Wide Popularity and Copy Right issues n.d.), accessed in 4 august 2016.

that makes people love to read and watch the story of Detective Conan. In every story of the conan series, the mysteries in the stories are solved perfectly and they are very interesting as well as make people who watch and read feel curious about the next series.³¹

Figure 6: Animation Detective Conan



<https://obs.linescdn.net/>

3. One piece is Japanese manga and anime series, written and illustrated by Eiichiro Oda. The story is about the adventures of Monkey D. Luffy whose body gained after eating a devil fruit and also with his crew of pirates, named Straw Hat Pirates. Luffy and his crew explore the Grand line for looking the world's ultimate treasure known as "One Piece" in order to become the next Pirate King.

³¹Review and Ratings for Detective Conan, <http://www.imdb.com/title/tt0131179/reviews>, accessed 4 August 2016.

Figure 7: Animation One Piece



<https://secure.static.tumblr.co>

4. Naruto is Japanese manga and Anime series written and illustrated by Masashi Kishimoto and the story of Naruto itself about an adolescent ninja who searches constantly for recognition and dreams of becoming the Hokage, the leader of his village. Naruto is very popular, especially in Indonesia, however, the fans of Naruto are mostly boys.

Figure 8: Animation Naruto



<https://www.google.com/search>

Japan was seen as the cruel and evil state, but then right now after the existence of anime and manga, it changed the perspective of other countries toward Japan. Manga and anime showed the positive sides of Japan and have influenced the image of Japan toward the international world. In those manga and anime, the culture and tradition of Japan also tell the people that Japanese people are smart, discipline, kind, cool and has good technology etc. Because of those manga and anime are as representative image of Japan to the international world.

C. Japan Foundation

The Japan Foundation was established in October 1972 as a government affiliation and the special corporation with the objective of promoting international exchange through the implementation of comprehensive programs.³²

Japan Foundation is the institution of Japan dedicated to carry out comprehensive international culture programs throughout the world. There are a lot of activities and information services to create opportunities for people to people interaction. Japan Foundation operates programs in partnership with other organization and Japan foundation organizes the programs for outside Japan. The main foci of Japan Foundation programs are cultural exchange and art, Japanese language education overseas, Japanese studies and intellectual exchange.

Japan foundation is an institution which was created by the Japanese government to facilitate foreign people in learning about Japanese culture. Japan foundation until today already exists in various countries. Japan Foundation also

³²<https://www.jpf.go.jp/e/about/result/ar/2010/pdf/ar2010-01.pdf>. Accessed on 19 sept 2016.

has many programs which refer to Japanese cultural promotion program abroad. In Japan Foundation there are a lot of programs about bringing foreign people to come to Japan to learn the culture, education, food and all kinds of other interesting aspects of Japan. An exchange program is also one of the most sought after in Japan Foundation because foreigners can directly study in Japan about culture, art, or also about anime and manga. Japan foundation focuses in promoting the interesting aspects of Japan that could improve people's interests in Japan and transmit positive things from Japan.

D. Japan External Trade Organization

JETRO, or the Japan External Trade Organization, is a government-related organization that works to promote mutual trade and investment between Japan and the rest of the world. Originally established in 1958 to promote Japanese exports abroad, JETRO's core focus in the 21st century has shifted toward promoting foreign direct investment into Japan and helping small to medium size Japanese firms maximize their global export potential. JETRO handles the marketing system from manga and anime, and the promotion. The promotion is always organized by JETRO as government organization.