

CHAPTER IV

MANGA AND ANIME AS THE TOOLS OF JAPANESE PUBLIC DIPLOMACY

Japan was considered to have violated human right and caused devastation in other countries during the World War II. Japanese invasion in World War II was so great that Japan had destabilized the World and Japan was a country considered cruel as destroyer to other countries. Because Japan was such an ambitious country and did the brutal things in international world, it made Japan become a country feared by others. However, after the defeat of Japan in World War II Japan got such bad image post World War II. Asian countries especially, that have been colonized by Japan did not respect anymore to Japan and also the international view about Japan has changed because there were so many countries that felt being effected of the Japanese atrocities. Thus, it made Japan had a bad image post World War II. The way Japan rebuilt their image is by using two of their soft diplomacy. They are anime and manga.

The factors which led Japan to improve and to rebuild the national image post World War II that had been described above. Then, this section discusses the effort of Japan to rebuild the image and how Japan did national branding. The analysis of the efforts of Japan will eventually provide the result of analysis about international respond towards Japan post Japan national branding image.

A. The Cultural Values of Japan in Manga and Anime

Cultural diplomacy is a part of public diplomacy. Diplomacy itself is an effort to struggle the national interest in international society and to have foreign relations. The culture itself is every result and effort of human to environment. It means that diplomacy is an effort of state to struggle its national interest through cultural dimension, such as education, science, sport, art, propaganda and other.³³ Cultural diplomacy is considered as the international bridge and interaction, identifying, network and power domain within cultures.

The purpose of cultural diplomacy is public opinion for national or international level, in the hope that public opinion can influence the decision makers in government or international organization. The tools of cultural diplomacy are forms of communication tools such as electronic media or printed media that is considered to be able to convey the mission and content of foreign policy with the aim of getting national interest.³⁴

Anime and manga are the examples of their tools for doing soft diplomacy. Anime is the Japanese version of animation. Anime is usually, but not always, the animated version of popular manga." That is partially true, but it can be misleading. (Note that "anime" in Japan technically means any animated film, and "manga" is any printed cartoon, but people in the rest of the world take them

³³Tulus Warsito, Wahyuni Kartikasari, "Diplomasi Kebudayaan" (konsep dan relevansi bagi Negara berkembang: studikamus Indonesia), (Yogyakarta: Ombak, 2007). (Tulus Warsito, Wahyuni Kartika sari 2007)

³⁴ibid

to mean animated films or comics from Japan.) Japanese manga comics are the comic books.

Nowadays, the technology has globalized and has been modern. The expansion of Japanese culture through manga and anime can be spread well, from the internet, books, DVD, VCD, cinemas, and television. According to Joseph Nye, soft power incorporates the national culture such as knowledge, belief, art, morals and any others capabilities and habits created by a society and the importance of the public diplomacy has been existed since soft power has grown out of the culture (Nye, 2004). Any kind of media devices can give the knowledge to the value and the atmosphere. Through the movie, it will be the media to tell or to deliver the message one to another about the different world. Movie also shows the condition about the image of national state. Through books, the writers can explain things from their perspective about their culture and can influence the reader.

Manga and anime are the tools of soft diplomacy of Japan that could deliver the message about Japan national image through the media. The manga and anime presents a lot of Japanese culture, Japanese tradition, and Japanese food, the style of the Japanese people and also various interesting aspects of Japan. Manga and anime in general always present the positive side of Japan, as one example is when ramen, sushi, and the Japanese meal that are now very popular outside of Japan. There are a lot of fans because of being affected by Japanese style in manga and anime. Beside many young people who are eager to study in Japan, in addition to those admiring the Japanese in terms of education,

young generation is also very interested in the beauty of the Japanese nation in Japanese culture. Manga and anime play a major role in promoting and delivering the positive side of Japan to the international world.

Japanese manga comics are the comic books that can be found at the books stores, and manga books are easy to find and to grab. When people want to read the story in the manga, they do not have to wait manga on TV or the movies. Because manga can easily be found in bookstores, Japan also could easily sell manga books abroad so that comic books or manga can be purchased outside of Japan because in the form of books, comics can be taken by anyone and in anytime. So, manga becomes more popular not only in Japan itself but also in other countries. In addition, manga is interesting, has fun stories and also is easy to be found.

The popularity of manga and anime has been such an attraction of Japan to the other countries and it became a Japanese public diplomacy. Japan was seen as the cruel and evil state, but then right now after the existence of anime and manga, it changes the perspective of people in other countries towards Japan. Manga and anime showed the positive sides of Japan and they have influenced the image of Japan toward the international world. Those manga and anime show the culture and tradition of Japan and also tell the other people that Japanese people are smart, discipline, kind, cool and have good technology etc. because manga and anime are as representative image of Japan to the international world. The manga and anime have been showed good sides of Japan.

Japan uses public diplomacy to improve the image in the international world and to resolve the opinion of the public about Japan and Japan had chosen soft power as their public diplomacy rather than hard power.

Japan uses manga and anime as their public diplomacy actually because in this era people love to see the global condition by using simple way and also communication by using modern ways as media device. Media is the place for getting the information or issues and also media can be used for giving the responds towards issues and information. It fits with the public diplomacy theory which is said by U.S. Department of State, Dictionary of International Relations Terms (1987).

"Public diplomacy refers to government-sponsored programs intended to inform or influence public opinion in other countries; its chief instruments are publications, motion pictures, cultural exchanges, radio and television."

Government of Japan has sponsored program for promoting manga and anime, and the sponsored programs are Japan Foundation and JETRO. Public diplomacy takes efforts to improve the image of the nation by means of cultural activities because public diplomacy is usually linked with an effort to improve image of nation for some strategic purpose. The government efforts for doing public diplomacy is actually needed to influence international and targeting the media or groups of citizens. Japan Government supports the Japan foundation to spread the culture towards international world as the effort of Japan to improve the image of nation. Manga and anime become their tools for promoting the Japan

and also are shown in the media, such as books, movies and TV series for targeting the international world and group of citizens.³⁵

Japan's cultural diplomacy uses its diverse culture to attract the interest of foreign population in the country and make them to trust the country. For cultivation of mutual understanding and trust between Japan and other countries Japan has been practicing cultural exchanges, which have been playing an important role in the process of Japan's modernization and enhancement of peaceful relations with other countries. Because of growing interdependence between countries, according to Japan's Prime Minister, it is important to create common values and principles among different countries, while still protecting their cultural diversity (Prime Minister of Japan and his Cabinet).

Japanese government build the Japan foundation as their institution for promoting the Japanese culture and spreading the culture around the world to improve the Japanese image in the international world by using soft power as their public diplomacy. Moreover, Japanese government is utilizing Japanese manga and anime as the two of its tools of Japanese public diplomacy. Besides, Japanese Government also built the Japan External Trade Organization

Japan Foundation has many projects to promote the Japanese culture through the world and the project concern of Japan Foundation is actually for promoting the positive images of Japan in foreign countries. Japan foundation also had done something big to spread the Japanese culture for example "the cultural projects of diplomatic overseas". Japan Foundation is a kind of Japanese organization that focuses on spreading and promoting the Japanese culture to the

³⁵Kazuo Ogoura, Japan's Cultural Diplomacy Past and Present, http://www.jripec.aoyama.ac.jp/english/publication/pdf/japans_cultural_diplomacy.pdf, accessed 6 August 2016.

world. By the existence of Japan Foundation in the world, it proves that Japan government also concerns about improving the Japanese image and supporting the organization that has vision to rebuild the image of Japan through the world. Japan government also proves that they concern to do a public diplomacy.

Japan External Trade Organization is a nonprofit organization that works to promote mutual trade and investment between Japan and the world. Japan External Trade Organization focuses on the growth of manga and anime around the world.

B. Japan National Branding and International Responses toward Japan

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 because it sounds good and cool. Japanese government strongly supports its creativity and continues 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. One of “Cool Japan” missions is “developing a better public image of Japan to the international world”

In manga and anime government of Japan wants the *Mangaka* (the author of manga) and animator give the good image in the manga and anime and when manga and anime popular, many people outside Japan are influenced by manga and anime. Nowadays there are a lot of young generations from outside Japan obsessed with Japan. As the experience of the writer, as manga and anime lover, when people read or watch manga and anime, people do not think about the history or image of Japan in the past because in manga and anime there are no such things that show the aggressiveness of Japan or about the murder. People enjoy to read and to watch manga because manga and anime only tell about how lovely places in Japan are, and how cool Japan in education technology and rich of culture etc. Everything shown in manga and anime make people especially manga and anime lovers want to go to Japan or at least can to learn about the culture of Japan. Manga and anime have many fans outside Japan, such as Indonesia, Korea and some countries in the west. Indonesia has been colonized by Japan and Indonesian people got such a past trauma from Japan. However, nowadays young generations of Indonesian loves manga and anime especially Doraemon. Because of the good side that manga and anime has shown to people around the world, the perspective of the people about Japan has slowly changed.

One of supporting systems that has been focused on new national branding is Japan Foundation. Japan Foundation is institution of Japan which dedicated to carry out comprehensive international cultural exchange programs throughout the world. Japan foundation also carries out the program to introduce the Japanese

culture and art. The program aims at accelerating the general interest of public in Japan and at promoting the understanding of Japanese culture abroad.

The popularity of manga and anime all over the world makes anime and manga new media for Japan to create its image. According to Lam (2007) Japan build soft power through manga and anime. Japan began to realize that it had to improve its image in the 1970s, when Japan was rejected when Prime Minister Tanaka Kakuei when he visited Bangkok and Jakarta, then Japanese realized they needed to improve the image of their country. Manga and anime have been transformed into free flow of information, which manga and anime are used as tools of economic and political goals. In economic goals, Japan spread the popularity of manga and anime and thus Japan will get huge income for its country. In addition for political purpose, Japan uses manga and anime to present a good image of its country to the world.

Through media, Japan show their culture and their good image to the world. They use anime and manga as their tools for doing public diplomacy. Manga and anime contain good pictures and plots that can be used as a media for Japan toward international world for promoting their culture and show their positive image. In this globalization era, people can be easily influenced by media and Japan had chosen media for publishing their image in modern ways that will be loved by people because anime and manga are using motion pictures, interesting story, interesting place and also television to spread the anime and manga.

Manga and anime explain and tell about Japan from the positive side such as Japan is discipline, cool, smart, adorable, friendly, kind, having interesting tradition and Japan also has a beautiful culture. Because of manga and anime, people in the other countries start looking into Japan with positive perspective. Manga and anime show about Japan away from the aggressive or brutal Japan like Japan used to be in World War II. By using manga and anime, Japan tries to pull the attention of the world back to Japan and they use manga and anime to gain the national interest such as contributing to increase the national economy beside improving the image of the country itself post World War II and finally Japan gets such a good response from other countries. Nowadays many people are addicted to Japan because of the manga and anime.

In practicing the public diplomacy, Japan prefers to choose soft power rather than hard power. The concept of soft power tells to focus on attractiveness. According to the concept, soft power is the ability to get what you want through attraction rather than coercion or payments. It arises from attractiveness of culture, political ideas, and policies of a country. When our policies are seen as legitimate in the eyes of others, its soft diplomacy is enhanced. Soft power uses the soft diplomacy that focuses on the spreading the culture and it is being a tool to take the action for promoting the country by the attractiveness to influence the people. The idea of spreading the culture towards international world is supported by the domestic people because they also want to promote the country towards international world. The soft power used by Japan actually makes Japan can easily

get their national interest by spreading the culture and uses manga and anime as the tools for promoting their country and for showing the positive side of Japan.

Japan uses soft power as their cultural diplomacy, and it takes the benefit from the popularity of manga and anime. Soft power is actually about the attraction of something that can be something to influence others. Manga and anime have something attraction, like stories, plot or even the characters that make manga and anime become very popular. Without realized by people, manga and anime have influenced people in the world. To know and understand more about the culture of Japan, at the beginning anime and manga only to entertain people but they got influenced after knowing manga and anime. Sometimes, people that have been influenced by manga and anime they would love the culture of Japan more than the culture of their country³⁶. When many people that have been influenced by the culture of Japan, it makes Japan get the benefits because it will increase their economy and also it will make Japan become popular like manga and anime that have been popular in the world. Soft diplomacy or soft power has been chosen by Japan actually to rebuild the image of Japan from bad image because of the World War II to be known as peace loving country.³⁷

The government of Japan uses manga and anime in attempt to achieve Japan's goals. The worldwide promotion of manga and anime that has been used

³⁶Duong ThiTu, Japan's Public Diplomacy as an Effective Tool in Enhancing its Soft Power in Vietnam - A Case-study of the Ship for Southeast Asian Youth Exchange Program, <http://researcharchive.vuw.ac.nz/xmlui/bitstream10063/handle//3288/thesis.pdf?sequence=2>, accessed 6 August 2016.

³⁷Toshiya Naamura, Japan's New Public Diplomacy: Coolness in Foreign Policy Objectives, <https://www.lang.nagoya-u.ac.jp/media/public/mediasociety/vol5/pdf/nakamura.pdf>, accessed 6 august 2016.

by the government is through competitions and festivals with purpose of furthering “understanding of and trust in”. The foreign ministry made the International Manga Award in terms of promoting the culture and value of Japan. International Manga Award is also held with the aim to build mutual understanding between cartoonists outside Japan. The winners in the International manga award not only get the chance to learn about Japanese pop culture, but include the history, nature, culture, and Japanese food with the purpose of everything about Japan can be known by the people and they will tell about their experience about Japan to wide community in international world.

The global phenomenon of anime and manga is happening increasingly, the Japanese government knows many opportunities on it then the Government of Japan held a World Cosplay Summit besides International Manga Award. The first World Cosplay Summit was held in 2003. Cosplay is an abbreviation of "Costum Play" The purpose of Cosplay is to create cultural exchanges aided by manga and anime as tool, and participants for the World Cosplay Summit itself are from all corners of the world, such as Italy, Germany and France. The Japanese government provides great support for activities to promote Japanese culture around the world and to show its support the Japanese Ministry of Foreign Affairs becomes one of the sponsors of the World Cosplay Summit, with the aim of improving the understanding and interest of the international community through Japanese pop culture. World Cosplay Summit has The World Cosplay Championship which representatives from each other country, The Championship does not just judge the quality of participants costumes but also overall

performance. WCS also has partnerships with manga anime and Cosplay events all over the world.

Manga and Japan have tremendous appeal, so that the international community can be easily attracted by Japanese culture through manga and anime. One of real example is many countries held festival about Japan and the most prominent of these activities is Cosplay. Cosplay shows that a lot of people are interested in trying to be the characters in the manga and anime so that it has clearly shown that manga and anime can influence people. Anime manga can also help Japan build new collaborations and can also inspire other countries through Japanese pop culture, as it is well known that Japan and South Korea have a bad past history. But through the manga and anime, South Korea and Japan have better relations.

According to Young (2009) manga have been loved by South Korean readers, Japanese comics books continue to occupy the best seller lists at bookstores. The production and consumption of manga and anime in South Korea are very good and South Korea being one of the more enthusiast markets. The current Japanese boom represents a dramatic change from just several years ago. The product of Japan's pop culture such as movies, television programs, radio broadcast and anything about Japan had been prohibited in South Korea since the end of World War. The anti-Japanese sentiment of Korean made the ban on cultural imports. In 1998 was the first of gradual market opening to Japanese cultural products because the government lifted a ban on the sales of Japanese products. Now a massive number of Japanese cultural products, including films,

cartoons, music, animation and television dramas are flooding the South Korean cultural scene and becoming fashionable. Hard to imagine the South Korean entertainment scene without the influence of Japanese cultural items such as manga and anime which frequently provide the creativity source of successful showbiz products. The Japanese manga and anime are also inspiring the South Korean computer game industry. The increasing of Korean-Japanese co-production presents new possibilities for better sharing cultural content and also a number of Korean online games based on Japanese manga and animations becoming commercially successful. South Korea has its own comic books product called Manhwa and more or less Manhwa is inspired and influenced from Manga.³⁸

The appeal and attractiveness of manga and anime also make Indonesian people are attracted, they enjoy manga and anime and most of them are teenagers. Manga and anime in Indonesia are very popular and it can be said that manga is the most wanted books in every bookstore and one of the proof that manga and anime are very popular is the number of community in Indonesia who diligently do something related to anime and manga, like Cosplay and also Japanese cultural festival (Japanese pop culture event). Television stations in Indonesia also play many Japanese anime on certain days such as, Doraemon, Crayon Shinchan, Detective Conan, Sailor Moon, Naruto, and many more. With the presence of manga and anime in Indonesia has also inspired Indonesian people in making

³⁸ Chung Ah-Young, "Japanese Pop Culture Boom Inspiring South Korean Entertainment Industry", https://www.jef.or.jp/journal/jef_contents_pdfloader.asp?c=3663&t=, accessed on 7th May 2017.

comics, many generations of comic artists in Indonesia are inspired from manga and also now Indonesia has animated show which is also inspired by Japanese anime. In this era of globalization, manga or comics cannot only be found in the book stores but as the advancement of technological progress, then manga now can be enjoyed through an application that can easily be found in the smart phone so that the spread of Japanese culture will be easier and flexible.

The popularity of manga and anime is one of big reason for the establishment of AFA (Anime Festival Asia) and AFA is the largest and most followed J-pop culture event in South East Asia covering Singapore, Indonesia, Malaysia, and Thailand. AFA established in 2008.

Besides the presence and existence of AFA and also The World Cosplay Summit, the popularity of Japanese anime and manga also makes people outside Japan adore to Japanese manga and anime and as one proof of the love by the people for anime and manga is the rampant Cosplay event in the world, there are some biggest Cosplay events in World according to Japanese Popular Culture eMagazine:

1. Dragon Con 2016

Dragon Con Has 77.000 attendees last time since 1987 in Atlanta, Georgia, USA.

2. Anime Expo

Anime Expo is undoubtedly the most respected and biggest American cosplay convention. Anime Expo could be called the truest face of official Japan-based cosplaying in West. Anime Expo has 100,420 attendees last time since 1992 and held in Los Angeles convention center, California, USA and usually in the first weekend of July.

3. Lucca Comics and Games

Lucca Comics and Games is one of the biggest comic festivals in Europe and sponsored by municipality of the City of Lucca. Lucca itself has 272,000 attendees last time since 1996, held in Piazza San Romano, Lucca, Tuscany, Italy and held in the end of October.

4. Japan Expo

Japan Expo held in Parc des Expositions de Villepinte, France in the beginning of July and has 247,473 attendees last time since 1999. Japan Expo is one of the most intelligent anime conventions. The cosplayers in Japan Expo are professional. Japan Expo has a good fan following and media coverage in the Far East too.³⁹

With the rise of Cosplay events and Japanese festivals in the world, whether officially sponsored by the government of Japan or made by a community, but it all shows that manga and anime are ones of Japanese products

³⁹ Abhimanyu, "10 Biggest Cosplay Event of The World", <http://nihonden.com/mixed-bag/10-biggest-cosplay-events>, accessed on 7th May 2017.

that are very popular and popular, manga and anime no longer help Japan in addition providing a good image but have made Japan get the hearts of the manga and anime lovers, the goal of Japan to improve its image is now making Japan reach a lot of advantages including in economics, business and tourism, however, history cannot be changed but now Japan is no longer considered cruel and now Japan is known as a country which rich in culture.

With all the tenacity of the Japanese in practicing the soft diplomacy through anime and manga and also with the help of the Japan Foundation as the institution which is constantly moving to keep promoting Japan in international world, now the Japanese have succeeded in improving the image. Japan at the present time is no longer known for their crimes in the past, but now Japan is known as a peace loving country in which many people abroad are eager to visit Japan and awe of the tradition of Japan. It is all largely because anime and manga that have successfully changed the image of Japan in the eyes of the world and also it is because Japan has succeeded in doing soft diplomacy. The Japanese manga and anime describe about Japan as a developed, discipline, and good country as well as a country which is rich of interesting tradition. Japanese portrayed in the manga and anime is very far from being cruel and brutal so people could say Japan has successfully changed the image of the country through public diplomacy by using soft diplomacy.

The Japanese government asserts that the worldwide promotion of manga and anime through competitions and festivals serves the purpose of furthering “understanding of and trust in” Japan. The initiative began in 2007 with the

establishment of the International Manga Award. At the Eighth International Manga Award in February 2015, the Parliamentary Vice-Minister for Foreign Affairs, Kentaro Sonoura, gave the keynote address. Crystallizing this goal, he said, “Of all the attractive things that Japan has, manga and other forms of pop culture have powerful appeal worldwide. This is an important asset that provides robust support for Japanese diplomacy.” Sonoura called manga a “gateway” to Japanese culture: a widespread, popular form of media that could serve to introduce foreigners to deeper, less-known aspects of Japanese society. He also discussed the ability of pop culture diplomacy to increase the number of “friends of Japan.”⁴⁰

Japan also has Japan External Trade Organization (JETRO). JETRO also has so many events to promote the Japanese culture especially manga and anime because manga and anime have been popular. Then, JETRO tries to bring the attractive products from Japan to be showcased all over the world. JETRO focuses more on the “trade” and refers to the selling or delivering of the manga books and anime movies to all over the world.

Nation branding is a new discipline and a very complex phenomenon. Its practice is based on several well-established disciplines, such as marketing, public policy, international relations, trade and tourism promotion, psychology, public diplomacy and many others. Today, states have to compete for their positions on a global stage and to create suitable environment for their citizens. It is believed that

⁴⁰<http://hir.harvard.edu/illustrations-influence-soft-diplomacy-nation-branding-popular-culture/>. Accessed on 2 Oct 2016. (Kanji 2016)

nation branding is a powerful tool which can help to improve image of a country and to create competitive advantage in global markets. Therefore, more and more countries are trying to use nation-branding techniques with a vision of improved image and reputation, and Japan is one of them (Anholt, 2007).

It is evidence that reputation of Japan among foreign audience has been on the rise recently. According to the Future Brand's Annual Country, Brand Index (2014-2015) Japan became the best country brand, when it overtook Switzerland to earn the first place. Index says that respondents associate Japan mostly with advanced technology, health and education, art, culture, and good infrastructure. Respondents also say that the country is unique and that it is always improving and not standing still. The most associated brands with Japan are Nintendo, culture products, Sony, Toshiba, Toyota, Panasonic, Honda and Hitachi (Country Brand Index, 2014-2015)⁴¹

Nowadays Japan has been known as peace loving and modern country and a country which is rich in culture and also in high technology. Manga and anime have been transformed into something that has a power for national branding and economy.

Nation branding of Japan, like that of any other country, comprises a combination of planned and unplanned activities. In addition to the programs outlined above that are directly sponsored by the Japanese government, there are multitude of cultural and creative events and activities constantly going on, which

⁴¹[Kelth Dinnie, http://www.brandhorizons.com/papers/Dinnie_JapanNB.pdf](http://www.brandhorizons.com/papers/Dinnie_JapanNB.pdf). Accessed 12 Oct 2016.

contribute towards what Douglas McGary writes (2002) in *Foreign Policy* famously termed, 'Japan's Gross National Cool' (McGray 2002). McGary's key contention is that Japan has moved from being an economic power in the 1980s to being a cultural superpower in the twenty-first century, based on cultural outputs ranging from architecture to fashion, and animation to cuisine. It is spontaneously produced culture of Japan that has given rise to the 'Cool Japan' brand. American cartoonist Charles Danziger, co-author with Mimei Sakamoto of 'Harvey and Estuko's Manga Guide to Japan', suggests that manga helps Japan to attain its 'cool' status in the United States, replacing the previous dull salary man imagery that prevailed during the 1980s (DY, 2008).