

CHAPTER V

CONCLUSION

Japan was in a difficult period of time. Asian countries especially that have been colonized by Japan did not respect anymore to Japan because Japan was considered as having violated human rights and caused devastation in other countries. Japanese invasion in World War II destabilized the world, and when the World War II has impacted throughout the world, the International world view about Japan changed. The Japanese suffered because they got the absolute defeat in the eyes of the world. The image of Japan in international world was no longer good and it required Japan to improve their image in international world. Because of the bad things that Japan had done, Japan also had to rebuild the image of the country.

Japan had a bad image in the international world post World War II, and they realized that it would be bad if they did not have relations with other countries. Then, Japan tried to rebuild their image to get their image back. Japan did some efforts to rebuild their image to the international world post World War II.

Japan uses public diplomacy to improve the image in the international world and to resolve the opinion of 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. 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. Japan uses soft power as their cultural diplomacy, and they took the benefit from the popularity of manga and anime. Because actually, soft power is about the attraction of something that can be something to influence others, manga and anime influence other people with the description about Japan as a developed, discipline, good country and as well as country which is rich of interesting tradition. Japanese portrayed in the manga and anime is very far from being cruel and brutal. Because manga and anime that showed the Japanese image from the positive side and also with the help of Japan Foundation as the organization that promote Japanese culture to the international world, Japan finally have succeeded in improving the image. Japan at the present time is no longer known because of their crimes in the past, but now Japan is known as a peace loving country where many people abroad are eager to visit Japan and awe the tradition of Japan. Anime and manga have successfully changed the image of Japan in the eyes of the world and now Japan is known as peace loving, manga and anime country.