

THE EFFORTS OF JAPAN TO REBUILD THE IMAGE POST WORLD WAR II BY USING MANGA AND ANIME

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ABSTRACT

World War II was being a period in which Japan attempted to take over the world with the aim of becoming a superpower country and also rich. Japan was considered to have violated human rights and caused devastation in other countries. The International world view about Japan changed. Japan was a country that consider cruel and Japan was destroyed other countries. The image of Japan in International was no longer good and it was required Japan to improve their image in international world. Japan tried to rebuild their image to get their image back. Soft diplomacy is the one of Japanese strategy to improve their national image. Manga and anime are the ones of Japanese tools of soft diplomacy. This paper is aimed to analyze the process of Japan to rebuild the image post World War II by using theory and concept as the tools of analysis. This research will use the public diplomacy theory from Edmund Gullion and other theory comes from the U.S. Department of State, Dictionary of International Relations Terms (1987) The writer also used another concept of soft power from an expert like Joseph S. Nye, Jr. as written in his book Soft Power in American Foreign Policy. All of them will further help to analyze this thesis.

Keyword: Japan, Super Power, Public Diplomacy, Soft Power, Violated Human Right, Manga and Anime, International World, National Image, National Branding.

Introduction

In the era before World War II Japan had their great time and Japan had a good image especially because of its economic sector. The party cabinet system and the diplomacy based on international cooperation (especially with the US) were implemented during most of the 1920s¹.

Japan had been transformed into a strong and modern state and the position of Japan in the international world was same as western states, because Japan itself was being influenced by western at that time. Japan started practicing political imperialism as west countries.² Japan had the ambition to become a major world power and take a control of china. Japan hoped that its support for the allies during World War I would make them acquire additional territory when Germany was stripped colonies. Japan got the right by the peace treaty to take control of the former Germany trade concessions, but besides that, also the Japanese get protested by china and got dislike by the US. The mean reason why Americans did not like the Japanese peace treaty obtained was actually because the American fear that sooner or later Japan would be a threat to American interests in the Pacific.³

Japan was increasingly ambitious and brutal and the foreign policy of Japan was becoming an international concern. Finally, Japan joined with Germany and Italy in 1940 Because of the joining Japan to Italy and Germany it made the relations between Japan to USA and UK was going bad. Japan only had 2 choices between follow the USA or against the USA. But Japan decided to beside Germany and Italy because Japan had their goals at that time. Japan had to do their strategy to get their goals.

By joining to Germany and Italy was a part of the strategy of Japan, because Japan wanted to join the powerful countries for making their own state safe. Japan continues to fight with the US during the World War II because they both wanted to take over the Pacific. Harry Truman a President of US at that time, he decided to use the weapons, Bomb was dropped on Hiroshima on August 6, which killed half of the 300,000 inhabitants of the city. President Truman warned Japan if they did not surrender unconditionally will be more cities fared the same as Hiroshima. On

¹ Kenichi Ohno, "the economic development of Japan" (the path travelled Japan as a developing country), page 14, Yuhikaku Publishing Co. Ltd., Tokyo, 2005.

² Michael R. Auslin, "Negotiating with Imperialism" (the unequal treaties and the culture of Japanese Diplomacy), United States of America, 2006. Accessed from https://books.google.co.id/books?id=bS3w6tGiraEC&printsec=frontcover&dq=negotiation+with+imperialism+book&hl=id&sa=X&ved=0ahUKEwjY1-OI9O_QAhWHI5QKHRw5B8YQ6AEIGzAA#v=onepage&q=negotiation%20with%20imperialism%20book&f=false, 19 January 2016.

³ David Jordan, Kronologi Perang Dunia II (Jakarta: PT. Gramedia, 2015), page. 131-132.

August 9, the US bomber dropped back bomb in the city of Nagasaki, killing about 40,000 people. It is very hit Japan and make Japan surrender unconditionally on August 14 and ended World War.

After the end of World War II, Japan was in difficult period of time, Asian countries especially that have been colonized by Japan did not respect anymore to Japan because Japan also did the persecution and annihilation. Japan was considered to have violated human rights and caused devastation in other countries. Japanese invasion in World War II was so great, Japan was destabilized the world, the World War II have impacted throughout the world, and the international world view about Japan changed. Japan was a country that considered as cruel and Japan was destroyed other countries. The international world did not want to have associated with Japan at that time because of the bad image of Japan.

The Japanese people suffered after World War II and also got the absolute defeat in the eyes of the world. The image of Japan in international was no longer good and it was required Japan to improve its image in international world.

As the one of the impacts from the Japanese massive atrocities to other countries especially to China, Korea and Japan's colonized countries such as Indonesia, Japan was not in good relationship with these countries after all. China also has made such a movement about "anti-Japanese Sentiment in China" Japan has killed many Chinese people and Japan has been recognized as a foxy country that want to take over other countries and also has a brutal behavior Japan take the opportunities from the Japanese defeat in World War II, China could bound its country from Japan and communist had a strategy to take the control and try to release Japan as the country who dominated China and one of most traumatic occurrences during the war was the invasion of the capital Nanking, Japan killed a lot Chinese people and it could not easy be forgiven by China. Because of Japan's war time activities and action after the war Japan has made itself such as negative state.⁴

Japan's colonized countries especially in South East Asia, such as Indonesia got such as traumatic with the name of Japan. Japan made its country recognized as a cruel country, other nations killer, other state land invaders, thieves of natural resources and also a brutally country that could do anything for getting what they want. All the things that have been done by Japan to the Japan's colonized countries made them assess Japan as cruel and also an evil country.

⁴Alisa Batchelor, "Exploring Anti Japanese Sentiment in China" (Batchelor, Research Panel Symposium, 2015), https://concordiacollege.edu/files/resources/exploitingantijapanesesentimentinchina_batchelor.pdf. Accessed 20 sept 2016

Japan had a bad image in the International world post world war II, Japan 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. The hard power that has been done by Japan made Japan got the bad image and Japan finally realized that they have to stop the hard power that they used as its public diplomacy and then Japan focus on the soft diplomacy as their new strategy.

Japan has so many unique and interesting cultures. Japanese culture as the one of interesting thing from Japan itself and to spread the culture Japan has a movement as “Cool Japan” or it called “Japan’s Gross National Cool” and manga and anime as part of tools from cool Japan itself. To gain its interest, Japan uses its culture as a tool of diplomacy.

Manga and anime are originally from Japan. Manga and anime are two different story telling media, they are closely related but they are ultimately different. The simply explanation about both manga and anime, manga is Japanese comic and most of manga are typically use black and white. Basically, manga is also usually used as the basis of anime but not every anime are made from manga, but manga never made from anime. Anime is animation that originally from Japan, anime can be explained as the Japanese animated cartoon videos. Most of anime are made from popular manga.

Purpose of Research

This research aims to identify and to provide information on what Japan did to conduct the soft diplomacy as its public diplomacy that used manga and anime as the tools of “Japan’s gross national cool” or also called as “Cool Japan” to spread the Japanese culture around the world in addition to rebuild the image of Japan itself through manga and anime. The writer also wants to provide information about the international response towards the efforts of Japan on public diplomacy to improve the image of the country in international world.

Theoretical Framework

For answering the research question, this research will use the public diplomacy theory from Edmund Gullion and other theory comes from the U.S. Department of State, Dictionary of International Relations Terms (1987) The writer also used another concept of soft power from an expert like Joseph S. Nye, Jr. as written in his book Soft Power in American Foreign Policy. All of them will further help to analyze this thesis.

1. Public Diplomacy

- a) "Public diplomacy...deals with the influence of public attitudes on the formation and execution of foreign policies. It encompasses dimensions of international relations beyond traditional diplomacy; the cultivation by governments of public opinion in other countries; the interaction of private groups and interests in one country with another; the reporting of foreign affairs and its impact on policy; communication between those whose job is communication, as diplomats and foreign correspondents; and the process of intercultural communications." (Edmund Gullion)⁵
- b) According to 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."

In this globalization era, people around the world easily see the global condition without meaningful obstacles. Advanced technology and communication system like social media are the factors as why the conditions of the world and the global issue are widely known by the people. When an issue is surfacing, people around the world can easily know it through the communication system or social media and they can also give their responds to the issue, and these issues are including the foreign relations of states and foreign diplomacy of a country. Courtesy to the advanced technology and social media, the people can easily express their agreement or displeasure toward a global issue.

Nowadays, with the advanced technology and communication system, people from the different states can easily communicate with each other beyond the state borders. The people can easily gather their thoughts on their countries foreign policy and create broader response towards the foreign policy of the state. With the democratization in the world, of course the opinion of the people should be taken as one of the consideration in the decision making process, since the people are the main actors of democracy. Because of this, the people or the public started to have their own roles in the decision making process of a state, including the foreign policy of a state. As states in the theories above, public diplomacy is the diplomacy where the public

⁵ Ivan Willis Rasmussen, "Towards a Theory of Public Diplomacy (a quantitative study of public diplomacy and soft power)", The Fletcher School (Tufts University), page 4, 2009. (Rasmussen, 2009)

opinion is taken into consideration in the decision making process. Non-governmental people have their own roles in the process and it is not only about hard power. Public diplomacy relied mostly on the soft power of the states, like cultural sectors, education, exchanging scholars or information, and the involvement of mass media.

In this theory of public diplomacy tells, should be there deals with the influence of public attitude, it can be explained is an interaction of private groups and interests in one country to another. The private group in this case or interests refers to anime and manga lovers group (*otaku*).

One country to another refers to Japan as the country of anime and manga who wants to influence other people in international world. The theory of public diplomacy fits with the case of Japan that wants to rebuild its image to the International World. "Japan's gross national cool" or "cool Japan" is a national movement for promoting the Japanese culture through the world, manga and anime are the ones of popular things from Japan and because of that manga and anime are being parts of "cool Japan".

2. Soft power (concept)

"Soft power is the ability to get what you want through attraction rather than coercion or payments. It arises from attractiveness of country's culture, political ideas, and policies. When our policies are seen as legitimate in the eyes of others, our soft diplomacy is enhanced"
(Joseph Nye)

Soft power is the ability to get what you want through attraction rather than coercion or payments. In the concept of soft power, attraction is the important thing that should be owned by the country if they want to get what they want. Because soft power itself uses the soft things to attract people, basically to get the intention from people the country should owned attractive things, when people around the world have been attracted by the country it will give the opportunities for the country to get what they want. Cultures can be one of the attractiveness, culture can make people interested. When our policies are seen as legitimate in the eyes of others, our soft diplomacy is enhanced. The policies in the soft power should be something that can be approved by others, to make the policies can be seen as legitimate in the eyes of others, it should be in accordance with the tastes of the people and also it should be interesting for people. When the policies are legitimated, a country can make something more to get what they want

Based on soft power concept from Joseph Nye, it tells that soft power focused on attractiveness of countries culture political ideas and policies. Japan has so many things as their attractions such as anime, manga, video games, arts and many more. Manga and anime are the one of popular things from Japan in other countries and it

such an attractive thing that can be used for Japan to get what they want by using attraction to do soft power.

Manga is comic book and anime is cartoon that contains of stories, manga and anime as the one of Japanese attractiveness. In the concept from Joseph Nye mentioned that the appeal of the state owned could also be a tool for the promoting or spreading the culture and in the manga and anime have many stories that contained of culture.

Soft power also may be described is being conducted to cultural as a tool, spreading the culture to the others countries and try to influence people's behavior, it used the soft power for spreading the culture. Soft diplomacy about spreading the culture can be describe as actions promoting the country by the attractiveness and influence the people.

Cultural diplomacy as soft diplomacy that used by Japan can make Japan successful rebuild the image country from the previous era as bad country to the loving peace country because Japan did the cultural diplomacy in good way and it brings the good vibes for Japan. Now most people especially young generation start to love Japan because the successfully of Japan did the culture diplomacy by using manga and anime.

Discussion

A. Japanese Efforts for Rebuilding The Image Post World War II

Japan has such interesting history before Japan had bad national image. After the Japanese defeat in World War II, Japan had a difficult of period time, Japan before was a country that has the confidence, high ambitions and has a big dream to become Great Japan but in the aftermath of Japan's defeat in World War, the Japanese nation's attitude changed. Japanese ambition to become a great and super power country was not there anymore, because the defeat that they got in the World War II made the Japanese people no longer have big ambitions.

Japan was collapsed right after the end of world war and also about post world war. Japan was destabilized the world. After the defeat of Japan, the Japanese were trying to bounce back through the economy power and the industry to rise from the adversity, but to improve and rebuild the image of the country in International world, Japanese would use soft power as its public diplomacy.

Because the unsuccessful public diplomacy by using hard power of Japan in the era of World War II, Japan decided to use the soft power rather than hard power to do the public diplomacy as its strategy to bounce back and rebuild the image post World War II. Japan had a bad image in the international world post world war II,

Japan 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.

The soft power that used by Japan for public diplomacy is about cultural diplomacy, Japan focused on how to influence and attract others by using culture as the attraction thing from Japan. Basically, Japan has a lot of unique cultures. Based on the theory of public diplomacy tells, what should be there deals with the influence of public attitude, it can be explain is an attraction of private groups and interests from one country to another.

Public diplomacy was known by people in the previous era was using hard power which refined to killing, against other country etc. but based on what Japan wants is actually for rebuilding the image from bad to good, which is when Japan still use the hard power Japan could not rebuild its image. The soft power that has been used by Japan is the way for japan to show the positive image of the country and influence the opinion of the public.

For doing public diplomacy Japan has media as the tools of its soft public diplomacy, Japan also make a movement to help the national branding. For making the public diplomacy success, Japan using popular things as the tools or media to do soft public diplomacy. Japan using soft power as their cultural diplomacy, Japan 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

B. The Value and The Popularity of Manga and Anime

Japan used manga, anime as their soft power for doing public diplomacy. Manga is Japanese animated cartoons, anime is usually hand-drawn, but techno-trends have introduced computer assisted illustration into the genre. Like manga, anime has a huge following in other countries, gaining worldwide recognition⁶. Manga and anime always show how Japan's like from the positive side such as Japan is a cool country, Japan has so many interesting things and places then Japan also has beautiful culture.

Manga and anime showed about Japan away from the word aggressive or war. Japan tried to pull back the world's attention and promote their countries by using manga and anime and other countries finally provide a good response to the efforts of Japan because of manga and anime that mostly showed the positive things of Japan such as Japanese culture, Japanese people's lives and others positive aspects of Japan that helped Japan to rebuild their image form the bad to the good. Actually anime and manga also helped the country to gained national interest such as

⁶KCP International, Japanese Language School, (KCP INTERNATIONAL , 2016)<http://www.kcpstudentlife.com/culture/anime-and-manga/>. Accessed on 24 January 2016

contributing to increase the national economy and by using public diplomacy Japan had improved the image of the country to the International world.

Based on soft power itself is the ability to get what you want through attraction rather than coercion or payments. In the concept of soft power, attraction is the important thing that should be owned by the country if they want to get what they want. Because soft power itself uses the soft things to attract people.

In this case, Japan has the attraction things that can attract people, manga and anime are the ones of Japanese attraction, when it already became popular in the International world Japan can put the strategy to spread the culture and also the mission by using manga and anime as the tools of soft diplomacy.

The changing attitude of the Japanese government toward the role of culture in Japan's international relations has been overwhelmingly supported by the domestic audience. Intellectual and popular discourse in Japan is generally supportive of the idea that the export of culture can play a diplomatic role in healing the wounds inflicted by Japan's imperialistic past by presenting a friendlier image of the country abroad (Otmazgin 2011: 318-319)

Japan utilized something that can attract the attention of the international public which refines as soft diplomacy. Japanese wanted to get their goal, repair their image by using culture as a form of Japanese manner attracted worldwide attention. Japanese government very serious in using culture as a tool of diplomacy they even told the foreign ministries to work together with Japan foundation which is under the Japanese government agency, it all forms of Japanese efforts to introduce their culture to the International public because basically manga and anime are very popular around the world. And as manga are very popular international public so they create their image in the manga and anime that changed public view.

C. Japan National Branding and International Responses toward Japan

Cool Japan is a national movement to encouraging 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 we know as popular culture aspects for the purpose of public diplomacy, the jargon of cool Japan is used for branding the Japan itself and because it sounds good and cool. Japanese government became strongly support 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. The one of “Cool Japan” mission 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 in outside Japan influenced by manga and anime. Now days there are a lot of young generation from outside Japan obsessed with Japan. Based on people experiences as manga and anime lovers, when reading or watching manga and anime, no one think about Japan past history or the 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 watch manga because on manga and animation only tells about how lovely places in Japan, how cool Japan in education, technology and rich of culture. Everything that shown in manga and anime made every people especially manga and anime lovers want to go to Japan or at least can be able to learn about Japan’s culture. Manga and anime have many fans outside Japan, such as Indonesia, Korea and some countries in west. Indonesia has been colonized by Japan and Indonesian people got such a past traumatic from Japan but now days, young generation of Indonesian loves manga and anime. Because of the good side that manga and anime has been shown to people around the world, people’s perspective about Japan slowly changed.

One of support system that has been focused on new national branding is Japan foundation. Japan Foundation is an institution of Japan which dedicated to carrying 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 to faster the general public’s interest in Japan and to promote the understanding of Japanese culture abroad.

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

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 to have violated human rights and caused devastation in other countries. Japanese invasion in World War II was destabilized the world, the second world war have impacted throughout the world, the International world view about Japan changed. The Japanese suffered because got the absolute defeat in the eyes of the world. The image of Japan in International is no longer good and it was required

Japan to improve their image in international world. Because of the bad things that Japan had done, Japan also had to rebuild their country image.

Japan used manga and anime as their public diplomacy. In practiced the public diplomacy Japan prefer to choose soft power rather than hard power. Concept of soft power tells to focus on attractiveness. Japan using soft power as their cultural diplomacy, Japan 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 described about Japan as a developed country, discipline country, good country and also rich of the interesting tradition. Japanese portrayed in the manga and anime is very far from being cruel and brutal. Because of manga and anime that showed the Japanese image from the positive side and also with the help of Japan nation as the organization that promote Japanese culture to the International World.

Japan finally 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 in which many people abroad are eager to visit Japan and awe of the tradition of Japan. Anime and manga that have been successful changed the image of Japan in the eyes of the world and now Japan is known as peace loving country, manga country and anime country.

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