

# CHAPTER I

## INTRODUCTION

### A. Background

Japan is one of the countries in the East Asia region known as the State of the Rising Sun or the State of Sakura. Japan is also the third largest archipelagic country in the world after Indonesia, and the Philippines. Japan has 4 large islands namely Hokkaido, Honshu, Shikoku, and Kyushu where Honshu Island is the largest island in Japan. Astronomically, Japan is located between  $30^{\circ} - 47^{\circ}$  North Latitude and between  $128^{\circ} - 146^{\circ}$  East Longitude. The astronomical place affects the climate conditions of Japan which differ between northern and southern regions. In the northern region is temperate, while the southern region has a subtropical climate. About 97% of Japan's territory is in the form of land and most of the islands in Japan are mountainous, some of them are volcanoes, and Mount Fuji is the highest mountain in Japan. In addition, Japan also has 4 seasons, which are winter that occurs in December-February, spring in March-May, June-August has a summer, and in September-November is autumn.

Seen from its geographical location, Japan is the country that located so far away from the countries that embrace Islam. Japan is a non-Muslim country with a majority population of Buddhists and Shintos. In Japan, Islam has not long been recognized by some Japanese people so that the number of people who embrace Islam is very small. However, the Muslim people that live in Japan was increased the time by time and Japan become one attractive destination for foreign tourists, especially Muslim tourists like Malaysia, Indonesia and other countries in the Middle East (Rachmawati, 2016). Japan also the country that is trying to position the tourism sector as a new

economic resource. Tourism is a strategic sector and becomes a media for integrating programs and activities between the development sectors so that tourism makes sense to be the leading development. Tourism has experienced continuous expansion and diversification in the world and becomes one of the largest economic sectors that have the fastest growth in the world. It is proven that even though countries in the world have experienced a global crisis several times, the number of people that traveling on an international level shows positive growth from year to year (Khumaedy, 2017).

The number of foreign tourists including Muslim tourists who come to Japan from year to year is always increasing. According to the Japan National Tourism Organization (JNTO), in 2012, foreign tourists visiting Japan amounted to 8 million people. Meanwhile, a significant surge occurred in 2013, where the number of foreign tourists penetrated the figure above 10 million people for the first time. On the other hand, the increasing number of foreign tourists in 2014 to 2017 reached 28 million people (JNTO, 2016). Among these foreign tourists, an estimated 250,000 people are Muslim tourists, which by in 2020 are predicted that the number of Muslim tourists in Japan will increase to 1 million (Bahardeen, 2014).

Based on the increase of foreign tourists that coming to Japan, one of the things that are being heavily studied by the Japanese government is the halal tourism industry where it has experienced significant growth in recent years. As it is known that the halal tourism industry in the world is very potent. In addition to providing guarantees to the Muslim community, if the industry is managed optimally, it will be able to make one of the attractions of Muslim tourists in many countries. Even though the number of

people who embrace Islam is very small, Japan is really serious about developing the halal tourism industry. This can be proven by the award given to Japan as “World Best Non-OIC Emerging Halal Destination” at the 2016 World Halal Tourism Award held in Abu Dhabi, UAE (Greenwood, 2016).

In today’s era, the halal industry is indeed becoming a trend in the international area, especially in the tourism industry. In fact, this halal tourism industry is one of the tourism sectors which are a new economic resource for some countries in the world because the halal industry is currently a new concept in the business world. Besides being applied to countries that are predominantly Muslim, the development of the halal industry is fairly rapid in the majority of non-Muslim countries such as Japan. The halal industry is growing rapidly throughout the world where it can offers opportunities for Muslim countries.

For some people who do not familiar with the halal, it will be confusing. Therefore, it is necessary to explain the word ‘halal’ briefly. Basically, in Arabic, the word ‘halal’ means permissible or allowed and also usually used as a lawful based on Islamic law. The opposite of halal is haram which means not allowed or prohibited and unlawful. Halal is often related to foods and beverages that Muslim people are allowed to consume. However, halal also covers many things like cosmetics, and another aspect of Muslims’ way of life and behavior (Battour & Ismail, Halal Tourism: Concept, Practices, Challenges, and Future, 2015).

Actually, the halal tourism industry is not much different from tourism in general. This tourism program is part of the tourism industry which aimed for Muslim tourists where the services are provided based on Islamic rules. Some examples of these types of services are some restaurants that have halal

certification and do not use pork as food ingredients, do not offer alcohol; use beef and chicken slaughtered according to Islamic rules, and provide facilities for prayers. In addition, the halal industry is the largest market in the food industry where halal food has been consumed reaching nearly 2 million people from 25% of the total population in the world (Mas'ood, 1990). According to the Food and Agriculture Organization of the United Nations, halal food is defined as food permitted under the Islamic Law and should fulfill some conditions according to Islamic Law, for example, is the halal food does not contain anything that considered as unlawful based on Islamic Law (Surianom Miskam, 2015).

As it is said before that Japan is really serious to developing the halal tourism industry and the seriousness of the Japanese government about halal tourism industry can be proven by the provision of halal-certified products which are able to attract Muslim tourists from many countries. Japan also pays attention to the application of sharia principles in the field of tourism, including halal standardized foods. The increase in the halal tourism industry is also one of the preparations for the Japanese government because Tokyo has been chosen to host the 2020 Tokyo Olympics. The Japanese government has estimated that Muslim tourists who will come to Japan in 2020 will come in large numbers so that many preparations will be made to welcome Muslim tourists from many countries such as providing the halal standardized food and also providing public facilities such as prayers room and Muslim friendly hotels in public areas.

Furthermore, the growing of the halal industry has led the emergence of halal certification bodies that specialize in the Muslim customers. There are some halal certification bodies in Japan that have been

certified by Malaysian Government's Halal Certification Organization such as Japan Muslim Association (JMA), Japan Halal Association (JHA), Nippon Asia Halal Association (NAHA), Muslim Professional Japan Association (MPJA), Japan Halal Unit Association (JHUA), and Japan Islamic Trust (JIT) (Daisuke Kitayama, 2018).

## **B. Research Question**

Based on the background, the main research question for this thesis is:

**“How does the strategy of the Japanese Government to encourage the halal tourism industry in Japan through Japanese SMEs in 2012-2017?”**

## **C. Theoretical Framework**

### **1. National Interest**

In the national interest, the role of the state as a decision-making actor and playing an important role in international affiliation affect the people in the country. The national interest is created from the needs of a country. This interest can be seen from the internal conditions, both from the political-economic, military, and socio-cultural conditions. The role of a country in providing material as the basis of national interest is undeniable to be the center of attention of the international community as a country that has an attached relationship of its foreign policy. Thus, the national interest is conceptually used to explain the foreign policy behavior of a country.

According to Hans J. Morgenthau, the national interest is the minimum ability of states to protect and preserve the physical, political and cultural identity of other countries. In the book

Miroslav Micnic (1999) entitled “The National Interest and Its Interpretation”, Morgenthau argues that the national interest is the same as the state’s efforts to pursue power, where power is anything that can develop and maintain a country’s control over other countries. In addition, the national interest can be interpreted as the goal that must be achieved by each country in carrying out its foreign policy where the national interest is the result of political compromise between various parties in a different state of interest. The national interest is usually found in every state constitution so it must be championed by every entity in the country (Morgenthau, 1978).

On the other hand, as Kindleberger (2011) explained about the national interest is “national interest is the relationship between the created states because of the difference in the advantages possessed by each country in the production. Such comparative advantage opens opportunities for specialization that each country chooses to support national development according to the national interest”. This understanding explains that the diversity of every country in the world has different capacities so that these countries want to cooperate by looking at the conditions of the advantages that can be considered. Implementation of this national interest can be either bilateral or multilateral cooperation depending on the needs of each country.

National interests have several aspects that can influence and motivate a country in seeking its national interests (Fransisca, 2016). These aspects include:

- Aspects of economic interest: Economic interests are interests that aim to improve the quality of the economy of a country.

Economic interests are the most fundamental interests because the good or bad economy of a country will influence the quality of life of a country as a whole.

- Aspects of social and cultural interests: Social and cultural interests are as important as economic interests because social and culture are individual identities possessed by every nation. So that good or bad quality of life of a nation is very influential with the original culture they have.

From these explanations can be interpreted that the foreign policy of a country is a strategy or a series of activities that have been planned and developed by decision makers of a country against other countries that are intended to achieve goals more specific to its national interests. Although the foreign policy objectives of a country with other countries are different, in general, the goal will be about independence, territorial integrity, military security, and the economy.

The national interest of the Japanese government is to increase its economy. As it is known that in 2011, the Japanese economy experienced a downturn because of the natural disasters namely earthquake and tsunami. Then, in 2012, the Japanese government wants to recover its economy through the tourism industry. The developing of the tourism industry make the Japanese government predicts that the increase in the tourism industry can affect the increasing number of foreign tourists that coming to Japan. The more foreign tourists that come to Japan, there is more income in the Japanese economy.

Some of the foreign tourists that come to Japan are also the Muslim tourists.

With the existence of Muslim tourists, the Japanese government tried to improve its halal tourism industry with the aim in the future, the Japanese economy will continue to increase. These conditions make the Japanese government create their national interest by cooperating with Muslim countries like Malaysia and Indonesia. Therefore, the Japanese national interest to the Muslim countries in improving their economy through the halal tourism industry is by increasing halal food products from Malaysia and Indonesia. With the increasing of the halal food products, the Japanese government expects more that it will automatically attract the attention of Muslim tourists to come to Japan in a large number.

## **2. Soft Power**

Soft power is a concept of diplomacy that emerged after the 21<sup>st</sup> century. One of the famous figures with the concept of soft power is Joseph S. Nye. According to Nye, soft power is the ability of a country to achieve desired interests in a persuasive way through various aspects such as social, cultural, and values. Not through the use of violence so that it does not lead to the military, division, to war. The concept of power as outlined by traditional people is no longer the mainstay or the only power possessed by the state as a tool to pressure other countries to agree on the needs and interests of the country (Nye, 2008).

Soft power is one of the instruments for Japan to become a new power of the state in the form of a culture that is owned by the state by putting aside military power. The cultural diversity possessed by Japan can provide its own



advantages, especially in the culinary aspect. The Japanese government sees that its country has the culinary diversity that can be introduced in the international area. As well as being perceived now, the main focus of the reason tourists that visit a country is not just to visit the tourist attractions, but one of them is to try a variety of typical foods from that country. At the present time, culinary has become a media of diplomacy to local and foreign tourists to be able to visit an area caused by its culinary appeal. These things also cannot be separated from the influence of the development of information media facilities that are widely used by the public to share information.

With the passage of time, the Japanese government is currently very often promoting its culinary as a value of attraction so that the international community is able to know its country through culinary. The activity to promote culinary is known as “Gastrodiplomacy”. Basically, Gastrodiplomacy is adopted from the word gastronomy, which if interpreted into Indonesian, Gastrodiplomacy does not have an understanding similar to culinary terms. As stated by Indra Kataren, President, Indonesia Gastronomy Association, that culinary is the “Art of Cooking” or serving food by a chef, while gastronomy is the “Art of Eating” namely serving food which is associated with cultural values. So that culinary connoisseurs can understand that culinary also has elements of history, values, and culture. Therefore, it is hoped that through Gastrodiplomacy or culinary diplomacy can be an instrument for a country to be able to launch its interests in establishing good relations with other countries.

Gastrodiplomacy is a fairly popular new way to disguise the ambitions of Japan's national interests in diplomatic relations with Malaysia and Indonesia. Since 2002, Gastrodiplomacy has been widely used by middle power countries to seize the economic market and prove successful (Gilboa, 2009). With the emergence of countries that use Gastrodiplomacy, this diplomacy is a popular way to shape a country's new identity. In this case, Japan is one of the countries that also use Gastrodiplomacy as a tool to re-strengthen economic cooperation to Malaysia and Indonesia. This view is reinforced by Sakamoto and Allen (2011), who argued that a sense of love for food is part of a broader effort to build and construct Japanese national identity and promote national interests in the context of globalization. Therefore, this paper will discuss the strategies of the Japanese government in developing its halal tourism industry by collaborating with Malaysia and Indonesia through Gastrodiplomacy or culinary diplomacy.

#### **D. Hypothesis**

Based on the theoretical framework, the hypothesis of this research are:

1. To cooperate with other countries like Malaysia and Indonesia in developing halal tourism industry especially through Gastro Diplomacy or culinary diplomacy in promoting halal food.
2. To provide some Muslim friendly public facilities such as halal restaurant, prayers room, hotels, etc.

## **E. Research Methods**

### **1. Type of Research**

In writing this thesis, the author uses qualitative research methods. In general, qualitative research methods are studies that do not use calculations or are termed scientific research that emphasizes the natural character of data sources. In addition, qualitative research is also a study used to describe and analyze phenomena, events, social activities, attitudes, beliefs, perceptions, and people individually or in groups (Sukmadinata, 2009).

### **2. Data Collection**

The next step that carried out by the author after determining the method of data collection is to determine the data collection technique that will be used. According to Sugiyono (2012), data collection techniques are the most strategic steps in research because the main purpose of the research is to obtain data. Data collection techniques are needed in a study because it is used by the author to get the data to be processed so conclusions can be drawn.

Therefore, the data collection technique that will be used by the author is through library research. Literature study is data collection by examining the number of literature in the form of books, journals, documents, articles, papers, internet, and other official sites that are related to the main problem (Koentjaraningrat, 1983).

### **3. Data Analysis**

Data analysis technique is a series of activities that process data that has been collected from the field into a set of results, both in the form of new discoveries and in the form of hypothesis correctness (Hasyim, 1982). In addition, data

analysis techniques are also a process of systematically searching for and compiling data obtained from interviews, field notes and documentation by organizing data into categories, describing them into units, synthesizing, arranging into patterns, choosing which ones are important and which will be studied then make conclusions (Sugiyono, 2012).

Based on the understanding of these experts, the data analysis technique used by the author is to process the collected data into a set of results that are meaningful and useful in solving problems so that the results of this study are expected to be understood by themselves and others.

#### **F. Research Purpose**

The purposes of the research are below:

1. To explain the development of the halal tourism industry in Japan.
2. To explain the strategy of the Japanese government in developing and promoting halal tourism industry through Japanese SMEs in Japan.

#### **G. Scope of Research**

In the process of writing, it takes a scope of research where the aim is to avoid too broad discussion of the topic to be discussed. In this thesis, the author focuses on the strategy of the Japanese Government in developing its halal tourism industry through the Japanese small-medium enterprises (SMEs). The period of time that will be analyzed is in the year 2012 when the Japanese government increased again its tourism industry after stopping due to the tsunami disaster and also the year 2013-2017 when the Muslim tourist came to Japan always

increased and the halal tourism in Japan always developed.

## **H. Organization of Thesis**

The outline of this research as follows:

**Chapter I** explains Introduction that consists of Background, Research Question, Purpose of Research, Theoretical Framework, Hypothesis, Research Methodology, Range of Research, and System of Writing.

**Chapter II** discusses the development of tourism in Japan and the number of foreign tourists who comes to Japan from other countries, both from the non-Muslim and Muslim countries.

**Chapter III** explains the beginning of the halal tourism industry starting from the history of the entry of Islam to Japan and also discusses the concepts of halal tourism, and the inbound and the outbound factors of the development of halal tourism industry in Japan.

**Chapter IV** discusses the strategies or efforts of the Japanese government in developing and promoting halal tourism industry in Japan. For instance, the Japanese government is cooperating with the Japanese SMEs and also providing some public facilities that Muslim friendly such as halal restaurant, prayers room, hotels, etc.

**Chapter V** contains a conclusion based on the author's view of the results of the research that has been carried out. The conclusion in this chapter is the final results of a series of author research processes.