

ABSTRACT

This Thesis explain why Japan Film festival was influencing as Japanese Cultural Diplomacy Toward Indonesia. The purpose of this thesis is to study about the spreading of Japanese Cultural Diplomacy in Indonesia. The theoretical framework that used in this study is the concept of Culture Diplomacy by Mr Prof. Tulus Warsito and Mrs. Wahyuni Kartikasari. Then this theory used to explain why Japan Film Festival was used to influence in Indonesia. The Japan only institution that discuss about their culture is known as Japan Foundation. And Japan Film Festival is one of many program that Japan Foundation.

From the Result of the study, it can be determine that Japan want to be known by its language and culture through film festival that Japan believe it can be as represent of Japan itself.

Keywords : *Cultural Diplomacy, Japan, Japan Film Festival, Japan Foundation, Indonesia.*