

CHAPTER I INTRODUCTION

A. Background

The World War II (1936 – 1945) have caused huge destruction and killed million people. Japan was one of the countries with military aggression on world war and also took part in causing the aforementioned victim. However, after being defeated on World War II, the government of Japan changed its approach and chose a more peaceful and diplomatic approach in international relations. It was difficult for Japan to change their image in international relations. A lot of suspicions and anxiety of former Japanese colony that Japan would act like the wartime. This one became the determining factor of their achievement on diplomacy in international relations. (Rina Sukmara, 2011)

Based on a historical journey, the development of Japanese diplomacy experienced up and down, and instability that influenced both from external and internal factors. When Japan experienced good economic growth by consistently becoming a trading partner of developed and developing countries.

On the other hand, Japan was accused of being “Animal Economic”, an accusation that labeled Japan as a country that only cared about how to make a profit. Japan got pressure in the form of protests from several states such as South Korea, Thailand, and Indonesia. The accusation, demonstration, and pressure have made Japanese government changed its approach regarding of the country’s policy, especially in international and bilateral relation, in order to be accepted back by the state in international relations. (Rina Sukmara, 2011)

As a country with a long history of relations with Japan, Indonesia was one of the countries that take its attention. Likely had been caused by the fact that Indonesia used to be

invaded and colonized by Japan, Japan's image in Indonesia was terrible. However, Indonesia realized that the colonization by Japan has its positive impact in Indonesian as can be seen by the adaptation of Japan's system. The peaceful relations between Indonesia and Japan began in 1958 when two countries agreed to establish a bilateral partnership. On January 20, 1958, by following up on the results of the Treaty, the Indonesia Government signed a bilateral agreement which contained the agreement of indemnity. Among other spoils worth \$223,080 million as well as the willingness of Japan to infuse capital in Indonesia, and is aimed at long-term loan until the limit of \$400 million. Peace Treaty and the Booty passed DPR RI on 13 March 1958 and enacted on 27 March 1958. (Isnaeni, 2010)

A ransom Agreement on 1958 consists of a list that contains six categories programs and projects among other are transport and communication, the development of energy, industrial development, agricultural development and fisheries, mining and services or services. (Isnaeni, 2010)

Establishment of that institute became a sign of change which was the first main instrument that changed the economy into the culture. This organization was on international culture exchange sector in Japan, and it was also included academic exchange, arts, publication, audiovisual media, sports and cultures in general.

Cultural became an instrument to create a new opinion of Japan that was imperialism society to a country that bringing up the peace and good image. To fulfill the interest, the Japanese government created a cultural institute named "Japan Foundation" to reach the process of Japan diplomacy towards a country, one of them was Indonesia. Japan Foundation was established in 1972 in order to create one concept between Japan society and other countries through the exchange. (Japan Foundation, 2003)

Japan Foundation's establishment gave a sign about how severe Japan on doing cultural diplomacy to build relationships among countries. They realized that their own

culture could be a great weapon to make Japan as one of the developed countries in the world.

Next, the background of Japan Foundation's establishment in Asia-Pacific, especially Indonesia. There was a conflict on 1974, January 15th that was well-known as Malari. This conflict was based on the dissatisfaction of Indonesian students toward Japan foreign capital domination. This had caused an anger among Indonesian people. (Jazimah, 2013)

The usage of one cultural element as a medium on diplomacy that was done by this Japan government was well-known as cultural diplomacy. Tendency on implementation of cultural diplomacy uses "soft power" application that seemed effective and efficient so it was easy to do without raising victims and spending much cost. While the transformation of international relationship actors' paradigm, cultural diplomacy implementation was a real configuration of the apolitical instrument, military and economy tension with prioritizing cultural element on diplomacy. Therefore, foreign policy platform was done through cultural diplomacy, same as what Japan government did on the establishment of Japan Foundation.

B. Research Question

How was Japan's strategy to improving its positive image after MALARI incident?

C. Theoretical Framework

A logical sequence after having a question is to figure out the way to answer and make analysis out of the question. Part of it by structuring a framework of thinking this undergraduate thesis by choosing the theory of Soft Diplomacy that explained in a logical sequence after having a question. It is to figure out the way to answer and make analysis out of the question, part of structuring a framework of thinking. This undergraduate thesis seeks out the explanation backed up by logical scientific

and credible argument by doing the first step to make clear of several definitions, concept, and theory that will be used to make the explanation of the case.

Cultural Diplomacy

Cultural Diplomacy or “Diplomacy between Cultures” has existed as a practice for centuries. While the term “cultural diplomacy” has only recently been established, evidence of its practices can be seen throughout history and has existed for centuries. Explorers, travelers, trades, teachers and artists can be all considered living examples of “informal ambassadors” or early “cultural diplomats.” Indeed, any person who interacts with different cultures, (currently or in the past), facilitates a form of cultural exchange, which can take place in fields such as art, sports literature, music, science, business and economy and beyond. (Institute for Cultural Diplomacy, 2003)

Cultural diplomacy comes from two words, diplomacy and culture. Diplomacy is closely related to international relations. This has led countries to implement foreign policy, using it as a media for achieving interests, in other words, that diplomacy is a medium for carrying out international relations.

Cultural diplomacy is not always about the relationship between governments of a country, because the culture has more full dimension and range than others, culture can cover all aspects of human life and activities so the individual as the smallest part of any country can do cultural diplomacy to another country. (Soemardjan & Soenardi, 1964)

The concept of cultural diplomacy itself is divided into various concepts according to form, purpose, facility, means, and situation. From the diverse distribution of cultural diplomacy, all of them are interconnected between one concept and another in a situation of peace, crisis, conflict or war (Warsito & Kartikasari, 2007)

The following table is a relationship between the situation of forms and facility of cultural diplomacy.

Table 1. 1 Cultural Diplomacy (Warsito & Kartikasari, 2007)

Situation	Forms	Purpose	Facility
Peace	Exhibition Competition Mission exchange Negotiation Conference	Recognition Hegemony Friendship Adjustment	Tourism Sport Education Trade Arts
Crisis	Propaganda Mission exchange Negotiation	Persuasion Adjustment Recognition Threat	Policy Mass media High-level mission Public opinion
Conflict	Terror Penetration Mission Exchange Boycott Negotiation	Recognition Threats Subversion Persuasion	Public opinion Trade Para-military Official forum The third party
War	Competition Terror Embargo Boycott Blockade	Recognition Conquest Domination Hegemony Threats Subversion	Military Paramilitary Trafficking Public opinion Trade Consumption good supply

From the table above, it is known that it is a peaceful situation, cultural diplomacy can take the form of exhibitions, competitions, negotiations, and conferences with the facilities of tourism, sports, education, trade and arts. From these forms then created purposes such as recognition, hegemony, friendship, and adjustment. In a crisis, the forms of cultural diplomacy itself figured as propaganda, mission exchange, negotiation with political means, high-level mission and public

opinion so that the creation of purpose figured as recognition, persuasion, adjustment, and threats.

In a conflict situation, cultural diplomacy figured as terror, persuasion, negotiation, negotiation, boycott with its facilities, these are public opinion, trade, para-military, official forum, and third-party. In a war situation, the forms are competition, terror, propaganda, embargo, boycott, and blockade with its facilities such as military, para-military, trafficking, public opinion, trade with purpose figured as recognition, conquest, domination, threats, subversion and hegemony.

In relation to the cultural diplomacy activities, then Japan does exhibition/performances with peaceful means against Indonesia indirectly, through The Japan Foundation Organization, which links two countries to introduce the culture. By culture promotion, Japan could attract the attention of Indonesian people to visit Japan, and this will increase the income of Japan from Indonesian people who are traveling, working and studying.

The previous results at the research is a reference for the researcher to do this research. There are similarities at research problems.

Kholisudin Thesis was created on 2014 titled "*Peran Japan Foundation dalam Diplomasi Kebudayaan di Indonesia tahun 2011-2013*". (Kholisudin, 2014) This research explains what Japan Foundation did to increase corporation and introduce Japanese culture in Indonesia. In Indonesia, The Japan Foundation officially became an independent administrative institution and used the name of The Japan Foundation Jakarta since 1 October 2003. The change of status for the Japan Foundation is based on Diet's decision in the Independent administrative institution Japan Foundation law article 3 that the Japan Foundation (hereinafter referred to as the "Foundation") is a comprehensive and efficient international cultural exchange protect to deepen our understanding of foreign countries, promote international mutual agreement, in order to contribute to the development of

a good international environment and the maintenance and development of harmonious foreign relations our country. (The Japan Foundation, 2002)

Then, its status became an independent organization, Japan Foundation works without any interference from the Japanese government, so Japan foundation could hold any events independently without waiting for Japanese government policy. In this case, the government does not have enough authority to control that independent institution. As an instrument of Japan cultural diplomacy, Japan Foundation did not forget their identity as an international organization that had special role, this organization becomes as a way for Japan and Indonesia to exchange their cultures, instrument of the creation between both countries, corporation, and creation of international agreements between Indonesia and Japan peacefully.

The difference between the previous research lies in how Japan Foundation becomes after turning into the independent organization and the events of the Japan Foundation on 2011-2013.

D. Hypothesis

Through the description of the theoretical framework above, it can be observed the hypothesis are

Japan also wants to be recognized by society all the world by doing cultural diplomacy through Japan Foundation including in Indonesia especially After MALARI incident.

Japan Foundation plays significant role to boost positive by creating programs to introduce Japanese culture after MALARI incident.

E. Research Method

This thesis will be analyzed by a qualitative method. Qualitative method is a study that is descriptive, practical and uses meaning process. The purpose of this method is a wide

and deep understanding of review. The collected data are letters, words or picture than numbers. In this case, the research uses case study research, this study is conducted to study intensively about the background of the current state, as well as environmental interaction of a social, unit: Individual, group, institutions or society. (Bukubiru, 2016)

In the qualitative method, the researcher uses data collection and data analysis. The collected and obtained data are secondary data from several international reference books, journals, and website related to the Japan Foundation Organization and the Indonesia-Japan cooperation relationship.

This research aimed to reconstruct the event that happened in the past as accurately as possible and in general will explain the reason for the said event. The data collected are being done systematically so that it can explain, depict and give understanding for the event that has happened years ago. (Bukubiru, 2016) So the analytical procedure that the researcher uses is collecting data and facts from various reference sources from books, journals and website related to explain the relationship between data about Japanese foreign policy to Indonesia and Japan Foundation Organization in Indonesia with theory which the researcher uses. So that will be found answer and conclusions about what extent to which Japan's foreign policy to Indonesia through japan Foundation Organization in order to enhance Japan's positive image on Indonesia in the post world war II.

F. Research Purpose

To understand the role of Japan Foundation in order to improve Japan's positive image after World War II in Indonesia

To fulfill partial requirements for the degree of International Relations, Faculty of Social and Political Sciences, Universitas Muhammadiyah Yogyakarta.

G. Scope of Research

To keep this paper specific, the researcher will limit the scope of analysis in relation with Japan – Indonesia strategic cooperation since 1936 until 2003, and this is based on the background and efforts of Japan in the improvement of the country's image and the role of Japan Foundation. However, the researcher will also gather the data which have strong relationships with the topic that may beyond the mention periods.

H. Thesis Outlines

To construct this undergraduate thesis to be a good scientific research paper, the writer will organize this paper in several chapters.

- Chapter I: The first chapter will discuss the introduction of this undergraduate thesis, which contains background, research question, theoretical framework, research method, hypothesis, research purpose, the scope of research, and organization of writing.
- Chapter II: The second chapter will discuss the situation of Japan – Indonesia relations after World War II, History of Japan diplomacy and further will discuss about Japan foreign policy related to Japan's effort in image improvement.
- Chapter III: The third chapter will discuss about MALARI incident and these profile of Japan Foundation and program of Japan Foundation in Indonesia to improve the Japan image.
- Chapter IV: The fourth chapter will discuss about Japan Foundation activity and increase and also implementation theoretical framework to find out the role of Japan Foundation in the effort to improve the image of Japan after World War II. The analysis will be used then to challenge the hypothesis proposed in the first chapter.

Chapter V: The fifth chapter will be the conclusion of this undergraduate thesis which explains the findings and result of this research.