

CHAPTER IV CULTURAL DIPLOMACY ON JAPAN FOUNDATION

In this chapter, the writer would like to explain about the theory of Cultural Diplomacy in case of the Japan Foundations trying to rebuilt Japan's image after world war II especially in Indonesia. As what writer explain in the previous chapter of this thesis, Cultural Diplomacy that use by writer contain of many strategies that useful to rebuilt Japan's image after world war II in Indonesia especially in terms of peace condition between two countries.

Based on the research that conduct by the writer, Cultural Diplomacy that helpful to rebuilt Japan's image in Indonesia through Japan Foundations in the exhibition of culture, arts, and education in many region within the country.

A. The Cultural Diplomacy in Japan Foundation's Effort to Recover Japan's Image to Indonesia

The relationship between Indonesia and Japan has indeed been going on fire on for quite a long time. As one of the industrial countries, the beginning of this relationship is more inclined to economic relations because Indonesia as a developing country certainly needs a relationship with Industrial countries such as Japan. (Nikkan Kogyo Shimbun, 2015)

However, it turns out that the relationship between Indonesia and Japan is not only limited to actives that are of a commercial nature in the sense that they are not only engaged in economics but also in the field of culture. It is the introduction of Japanese culture to Indonesian people.

Since the establishment in 1974, Japan Foundation had attempted to introduce the cultural values and Japan culture to Indonesian citizen through the art division and culture. (Japan Foundation) As we known before, Japan had colonized

Indonesia for three years and there were only sorrows got by Indonesian people in the colonization. It brought the past trauma of Indonesian people towards Japan moreover it happened after Indonesian Independence. (Meer & Eickhoff, 2017)

After the peace declaration was signed by the two nations in 1958, it brought a good relationship between the countries. It did not solve traumatic feeling of Indonesian. Indonesian people were not able to forget the colonization of Japan. MALARI, in 1974, realized Japanese people that Indonesians were not able to forgive them towards the colonization during World war II. The prime minister of Japan who intended to come and give assistance to Indonesia was welcomed by the protest by Indonesians.

After MALARI, Japan tried to focus on the established in Indonesian which was Japan Foundation. The organization worked on the cultural area. Japan Foundation had been expected to be able to change Japan's image in Indonesia through cultural diplomacy. (Adam, 2014)

According to the concept of cultural diplomacy in International Relations, cultural diplomacy has been done to achieve the nation's concern in understanding, informing and influencing (improving image) other nations by the culture. The most effective action to change nation's concern in order that other nations are able to understand, get the information and be convinced of the various concerns from our nation. By doing the cultural diplomacy, it can improve the appreciation and comprehension to develop the positive image, understand each other, and recover the nation's image.

At the present time, culture has been the instrument of soft diplomacy. Tulus Warsito and Wahyuni Kartikasari stated that cultural diplomacy is able to support the national concern through the aspect of culture consisted of the micro aspects and macro aspects. The micro aspects are education, science, sports and art. In addition, the macro aspects are based on the main specific characteristics in example propaganda, etc. the understanding of conventional is those which are not included

in politics, economy and military. (Warsito & Kartikasari, 2007) Nicolas Cull argues that cultural diplomacy is able to control international situation through the familiar resources overseas.

Some soft power explanation from the expert above show us that we can understand if cultural diplomacy is a form and substitution from the hard power after the end of World War to build relationship among the nations. Diplomacy also the main example of soft power which today dominates the globalization era. The main target of cultural diplomacy is to affect opinion that spread among the society, not only focus on the government of the nation itself. Because nowadays, society have important role on the success of the diplomacy. Society also determine to whom the nation should build diplomacy. (Raimzhanova , 2015)

The main purpose of cultural diplomacy is to affect public opinion (of other nation's society) to support certain foreign policy. Cultural diplomacy consistently doing by the Japanese who got decline diplomacy with Indonesia on economy sector. In the 1974, "MALARI" or "Malapetaka Limabelas Januari" incident happened, it was a huge protest from Indonesia society towards Japanese who saw them as "selfish", because Japanese only focus on the Japan prosperity itself without caring the other nations that already became their economic partners. Because of the great phase of anti-Japan in some nations. In the 1976, Japanese government lead by Prime Minister Fukuda smooth's foreign policy hat more focus on the culture relations beside the economy. (Adam, 2014)

Japan foundation became organization that operate on culture exchange as the main factor, also used as Japanese instrument to facilitate their diplomacy towards other nations with introducing the culture to promote it.

B. The Japan Foundation Activities to Improving its Positive Image

The Japanese cultural diplomacy increases after losing Indonesian's trust in their economic diplomacy. To operate

cultural diplomacy in Indonesia, Japan Foundation works as cultural diplomacy instrument. Inviting the public society is the first thing on the cultural diplomacy. (Adiasti, 2013) Japan Foundation, as the diplomacy instrument, works to spread Japanese culture values among the public society in hope they can accept it. Their operation on cultural diplomacy in Indonesia, Japan Foundation has job as the public diplomacy instrument, which is the way to make good image of the Japanese among the society. (Henrikson, 2006) Spreading Japanese cultural values to Indonesia society Japan Foundation has various events to introduce Japanese cultural values to Indonesian society as the purpose. Cultural values they are introduced:

1. Culture and Arts

Since establishment of themselves, Japan Foundation through the arts and culture and arts values in Indonesia. Their divisions opened

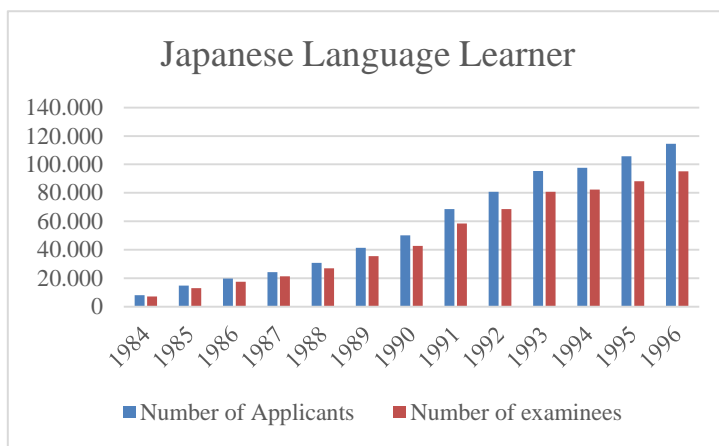
After analyzing the data in the previous chapter, we could see that Japan choose to implementing the cultural diplomacy to introduce culture and traditional culture that provided for public. Since the first establishment, Japan Foundation regularly holding various agendas such as introduction to Japanese culture through brief course or workshop in certain period of time, usually they charge the participators. The courses held on Japan Foundation office on Jakarta. Workshop and course's events are cha no yu (drinking tea ritual), Ikebana (flowers-making art), Igo (Japan chess), Kimono (Japanese traditional customs), Furoshiki (wrapping art), Origami (Papers-folding art), Kurata (Japanese traditional card games) and Shodo (Japanese calligraphy art).

2. Education

Japanese language education in Indonesia has long history, existed before the Japan Foundation establishment in Jakarta. In the 1962, Universitas Padjajaran on Bandung had opened Japanese languages and cultures major, 2 years later,

in the 1965 Universitas Pendidikan Indonesia also opened the same major, and Universitas Indoensia opened Japanese language research center in the same year. With the opening of Japanese language department at several universities in Indonesia, there is a good response from the Indonesian community towards the Japan Foundation program. (Universitas Indonesia, 2018)

Improving their organization, Japan Foundation create some programs. Japanese language education is one of their programs. Japan Foundation teaches Japanese language in



some countries in the last 26 years, the detail is on the Graphic below :

Figure 4. 1 Japanese Language Learner (Japan Foundation, 2010)

Had been started in 1984, the development of Japanese language done by Japan Foundation had been interested by 7598 participants with 7029 teachers. Over the next year, the devotees on the language improvement keep increasing as well as the countries, registrars and the teacher staffs. The escalation was almost 100% or 14766 registrars in total, the teachers also increased to 13059 from 18 countries and 24

cities. In the following year, the registrars were 19757 and teachers were 17532. This showed how successful Japan Foundation was in developing Japanese language. The devotees keep rising until the highest number in the 1993 from 14672 people in the previous year to 95313 people. Unfortunately, the increase of the devotees was not equal to the amount of teachers which were only 80713 in the same year. In the following year, there were no significant increase like the previous years until in the 1996, last registrars were implicitly as many as 114480 from 32 countries and 76 cities. This amount was obtained from 28931 registrars from Japan and 85549 came from Japan's foreign. Meanwhile the teacher staffs were 25382 from Japan and 76758 came from outside, so it was countable as 95340 for the teachers in Japan Foundation. (Japan Foundation, 2010)

The data above shows opportunities in optimizing cultural diplomacy. The existence of Japanese students in Indonesia and inviting Indonesian students in Japan is one of the important goals in the application of cultural diplomacy. Some programs such as scholarships and special programs such as training, courses and meetings of Japanese-Indonesian students and students. In this context, the government in the second country has equal opportunities for more than that which has been built in diplomacy.

The government cannot run itself in organizing diplomacy. Therefore, the Japan Foundation bridges between the Japanese government and the Indonesian government in carrying out cultural diplomacy between Japan and Indonesia. (Ministry of Foreign Affairs, Japan, 2016)

Introducing Japan through their cultural values is certainly easier for Indonesian society to know and understand about Japan, because culture is the main element that lives among daily activities on the society. Japan hopes that Indonesian's good comprehension about Japan also affect on how they see Japan.