



**ANALYZING INDONESIAN CULTURAL DIPLOMACY
STRATEGIES: PROMOTING BATIK AS A SYMBOL OF
NATIONAL IDENTITY IN JAPAN UNDER PRESIDENT
JOKO WIDODO'S ADMINISTRATION (2019–2024)**

UNDERGRADUATE THESIS

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ABSTRACT

This thesis analyzes the strategies employed by the Indonesian government under the administration of President Joko Widodo in the period 2019-2024 to elevate batik as a symbol of national identity within the context of Japan. It highlights the initiatives of cultural diplomacy, including community engagements, and collaborative fashion projects, which are intended to fostering mutual understanding and strengthening bilateral relations between Indonesia and Japan. The study underscores the historical importance of batik, tracing its evolution from an exclusive royal tradition to a globally recognized art form that represents Indonesian rich cultural heritage. through qualitative methods, including case studies and literature reviews, the research investigates how these initiatives have enhanced Indonesian cultural visibility and soft power while supporting the growth of creative industries. It also identifies global challenges, such as the COVID-19 pandemic and this study also offers recommendations to address these issues. By emphasizing the role of batik as a diplomatic and cultural asset, the study provides valuable insights into enhancing Indonesian cultural diplomacy strategies. It concludes that capitalizing on batik's historical and cultural significances has the potential not only to strengthen Indonesian global presence but also foster deeper international cultural connection.

Keywords: Batik, Indonesia, Japan, Cultural Diplomacy, President Joko Widodo administration, UNESCO Intangible Cultural Heritage.

ABSTRAK

Tesis ini menganalisis strategi yang digunakan oleh pemerintah Indonesia di bawah pemerintahan Presiden Joko Widodo pada periode 2019-2024 untuk mengangkat batik sebagai simbol identitas nasional dalam konteks Jepang. Tesis ini menyoroti inisiatif diplomasi budaya, termasuk keterlibatan masyarakat, dan proyek mode kolaboratif, yang dimaksudkan untuk menumbuhkan saling pengertian dan memperkuat hubungan bilateral antara Indonesia dan Jepang. Studi ini menggarisbawahi pentingnya batik secara historis, menelusuri evolusinya dari tradisi kerajaan yang eksklusif menjadi bentuk seni yang diakui secara global yang mewakili warisan budaya Indonesia yang kaya. Melalui metode kualitatif, termasuk studi kasus dan tinjauan pustaka, penelitian ini menyelidiki bagaimana inisiatif ini telah meningkatkan visibilitas budaya Indonesia dan kekuatan lunak sekaligus mendukung pertumbuhan industri kreatif. Penelitian ini juga mengidentifikasi tantangan global, seperti pandemi COVID-19 dan studi ini juga menawarkan rekomendasi untuk mengatasi masalah ini. Dengan menekankan peran batik sebagai aset diplomatik dan budaya, penelitian ini memberikan wawasan berharga untuk meningkatkan strategi diplomasi budaya Indonesia. Kesimpulannya adalah bahwa memanfaatkan makna sejarah dan budaya batik tidak hanya berpotensi untuk memperkuat kehadiran global Indonesia, tetapi juga membina hubungan budaya internasional yang lebih dalam.

Kata kunci: Batik, Indonesia, Jepang, Diplomasi Budaya, Pemerintahan Presiden Joko Widodo, Warisan Budaya Takbenda UNESCO.

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LIST OF ABBREVIATIONS

AD	<i>Anno Domini / In the Year of The Lord</i>
AJCEP	ASEAN – Japan Comprehensive Economic Partnership
AOIP	ASEAN Outlook on the Indo – Pacific
APEC	Asia – Pacific Economic Cooperation
ASEAN	Association of Southeast Asian Nations
BPUPKI	Investigation Agency for Preparatory Efforts for Indonesian Independence
DWP	Women's Dharma of Unity
FOIP	Free and Open Indo – Pacific
G20	Group of Twenty
IJEPA	Indonesia – Japan Economic Partnership
IPEMI	Indonesian Muslim Entrepreneurs Association
ITPC	Indonesia Trade Promotion Center
JENESYS	Japan – East Asia Exchange for Students and Youths
KEPPRES	Decree of the President of the Republic of Indonesia
KJRI	Consulate General of the Republic of Indonesia
MoECRT	Ministry of Education, Culture, Research, and Technology
MRT	Mass Rapid Transit
MSMEs	Micro, Small and Medium Enterprises
NGOs	Non-Governmental Organization
PETA	Defenders of the Homeland
PPI	Indonesian Student Association
RBI	Indonesian Cultural House
RCEP	Regional Comprehensive Economic Partnership

SDGs	Sustainable Development Goals
SDI	Islam Trade Union
SMEs	Small Medium Enterprises
TTI	Trade, Tourism, Investment
UNESCO	United Nations Educational, Scientific and Cultural Organization

LIST OF PICTURES



Figure 1.1a Batik Parang Motif (source: kumparan.com)



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Figure Indonesia – Japan Festa 2019 (source: jpn.go.id)



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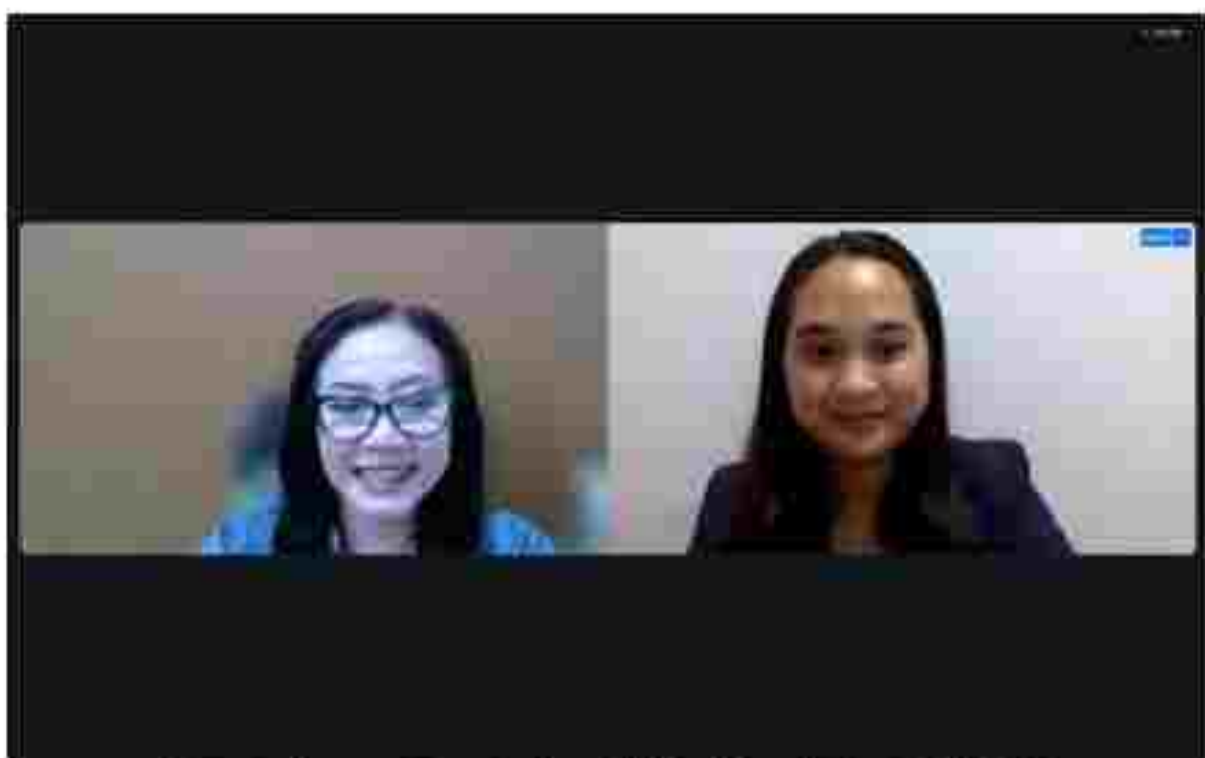
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Figure Tokyo Muslim Fashion Show (sources: wolipop.dzitik.com)



*Figure Batik Workshop at Tokyo Fuji Art Museum
(source: barayumas.suaramerdeka.com)*



Interview Documentation of author with Mrs. Diana Sutikno (12/24/2024)