



**CULTURAL AMBASSADORS ON SCREEN: A
COMPARATIVE EXPLORATION OF FILM
DIPLOMACY BY THE JAPAN FOUNDATION AND
THE KOREA FOUNDATION IN INDONESIA 2016-
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**Submitted as one of the requirements to obtain
Sarjana Sosial (S.Sos.)**

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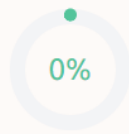
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CULTURAL AMBASSADORS ON SCREEN: A COMPARATIVE ANALYSIS
OF FILM DIPLOMACY IN SOUTH KOREA AND JAPAN TOWARDS
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ABSTRACT

This research explores film diplomacy, examining how South Korea and Japan use contrasting strategies in Indonesia. Both countries, known as cultural powers, understand the potential of film for cultural exchange and the spread of soft power. This study explores their different methods, taking into account historical context, political actors, and the role of film festivals. South Korea and Japan both use government-facilitated entities, The Korea Foundation and The Japan Foundation, to drive their film diplomacy efforts. However, their strategies differ significantly. South Korea uses a multi-faceted approach, encompassing movies, TV dramas, and music, extending its reach beyond Indonesia. In contrast, Japan emphasizes more on Japanese cinema, appealing to Indonesians' preference for international films. The transformation of the film industry is another key difference. South Korea underwent a major government-backed turnover in the 1990s, which laid the foundation for its highly influential film diplomacy. In contrast, the Japanese film industry in Indonesia developed with less state involvement, and relied on the appeal of Japanese films. Both countries share a commitment to technical capabilities, enticing Indonesian audiences with unique stories and advanced filmmaking technologies. The findings underscore the different strategies, historical contexts and diplomatic priorities that shaped their approaches, highlighting the power of film in fostering cultural exchange and soft power on the global scene.

KEYWORDS: *Film Diplomacy, The Japan Foundation, The Korea Foundation, Cultural Diplomacy, Comparative Study*

ABSTRAK

Penelitian ini mendalami diplomasi film, meneliti bagaimana Korea Selatan dan Jepang menggunakan strategi yang kontras di Indonesia. Kedua negara yang dikenal sebagai kekuatan budaya, memahami potensi film untuk pertukaran budaya dan penyebaran soft power. Studi ini membedah metode mereka yang berbeda, dengan mempertimbangkan konteks sejarah, aktor politik, dan peran festival film. Korea Selatan dan Jepang sama-sama menggunakan entitas yang difasilitasi oleh pemerintah, The Korea Foundation dan The Japan Foundation, untuk mendorong upaya diplomasi film mereka. Namun, strategi mereka berbeda secara signifikan. Korea Selatan menggunakan pendekatan multiaspek, yang mencakup film, drama TV, dan musik, memperluas jangkauannya di luar Indonesia. Sebaliknya, Jepang lebih menekankan pada perfilman Jepang, memenuhi preferensi masyarakat Indonesia terhadap film-film internasional. Transformasi industri film adalah perbedaan utama lainnya. Korea Selatan mengalami perombakan besar-besaran yang didukung oleh pemerintah pada tahun 1990-an, yang meletakkan dasar bagi diplomasi filmnya yang memiliki pengaruh kuat. Sebaliknya, industri film Jepang di Indonesia berkembang dengan keterlibatan negara yang tidak terlalu besar, dan mengandalkan daya tarik film Jepang. Kedua negara memiliki komitmen yang sama terhadap kemampuan teknis, memikat penonton Indonesia dengan cerita yang unik dan teknologi pembuatan film yang canggih. Temuan ini menggarisbawahi perbedaan strategi, konteks historis, dan prioritas diplomatik yang membentuk pendekatan mereka, menyoroti kekuatan film dalam mendorong pertukaran budaya dan kekuatan soft power di kancah global.

KATA KUNCI *Diplomasi film, The Japan Foundation, The Korea Foundation, Diplomasi Budaya, Studi Komparasi*

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LIST OF ACRONYMS

JFF	= Japanese Film Festival
JLPT	= Japanese Language Proficiency Test
KCCI	= Korean Cultural Center Indonesia
KIFF	= Korean-Indonesian Film Festival
KOFIC	= Korean Film Council